



Die Handschrift der Werbung

A full-page background image showing a dense canopy of trees with vibrant autumn foliage in shades of orange, yellow, and brown. Sunlight filters through the leaves, creating a bright, hazy effect in the upper left corner. The scene is captured from a low angle, looking up into the branches.

umaSECRETS

We live sustainability, we don't just write about it.

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FOREWORD



It is a natural desire for humans to want to feel safe and secure. No matter how divergent our individual tastes and wishes, the longing for orderly and harmonious surroundings is universal. From a consumer perspective, issues of sustainability and environmental protection therefore play an increasingly important role in purchase decisions. Price and quality alone no longer determine the choice to buy or consume a product. Consumers want to know what,

and especially who, was involved in the product. Where does the product originate from, how safe is it and what standards were abided by in its production or manufacture? In addition to the environmental and social standards, consumers are also interested in the entire value chain behind the product and in the responsible behaviour of the company producing it. Perhaps it is especially important in the haptic world of advertising for a product that actually rests in the hand to transport trust and sustainability.

uma Schreibgeräte Ullmann GmbH has literally dedicated itself to sustainability, and it is a personal matter for us to behave responsibly and fulfil our duties to our fellow humans and to the environment. At uma it is a matter of course that we produce our pens not just in accordance with social standards but also as environmentally friendly as possible. We are supported in this effort by our long and personal relations with all our global suppliers. Our partnerships are based on mutual respect and trust and are continuously adapted to the ceaselessly changing conditions and challenges through our testing systems.

This ensures that our successful, environmentally conscious management yields products that truly deserve to be called “sustainable”. With our uma RECYCLED PET PEN, we show that it is possible to create a recycled advertising material that writes perfectly from PET material. The rPET PEN series has already won the Sustainability Award, was nominated for the German Sustainability Prize and in 2021 was awarded Gold at the German Innovation Award. These are just some of the reasons why we can count ourselves among the TOP 100 innovative SMEs in Germany. In our view, this provides clear evidence that investing in research and development can generate added value for our planet.

All uma pens stand for long-lasting and successful advertising. That is why all our pens can of course be refilled and all the materials we use can be recycled and reused in our RECY models. With our FSC® and PEFC certified uma wooden pens, we contribute to ensuring that the Black Forest remains healthy for future generations. This is underlined by our climate-neutral production site in Fischerbach and the climate-neutral product line uma Naturals.

But we do not simply interpret the tenets of sustainability and environmental friendliness through our products. We believe that there is more to it than the mere manufacturing of a pen. With our headquarters in the heart of the beautiful Black Forest, we are fully aware of the positive effects of nature and rural flair on high-quality products. This is mainly reflected in satisfied and committed employees.

We know what our most precious resource is, which is why we do everything to improve the conditions for our employees. This also includes an optimal work-life balance. Thanks to the Fischerbach day care centre and the Fritz Ullmann Primary School, we ensure that our workforce has the requisite social institutions for their children. Our own supermarket in the centre of the village covers more than the daily necessities; it is a meeting place for life in the village and keeps communication alive. Club life, which receives regular financial support from the Fritz Ullmann Foundation, completes our personal commitment to family as part of our holistic CSR management and has also repeatedly been awarded the Sustainability Award in the category Social Initiative.

Through our umaSecrets, we want to confide in you that we don't just write about sustainability and social responsibility – we live them. We cordially invite you to join us in our philosophy.

Alexander Ullmann (CEO)



OUR COMPANY

uma Schreibgeräte Ullmann GmbH is one of the leading global manufacturers of pens as promotional materials. As one of the most innovative German pen producers, our demand for quality is always at the forefront.

Through constant investments, we have continuously optimised our production processes step by step and also strengthened the site of Fischerbach in the beautiful Black Forest.

In 1949, the company's founder, Fritz Ullmann, turned a revolutionary idea into reality: he transformed simple ballpoint pens into successful advertising media. Today we employ more than 250 employees at our main site in Fischerbach in southwest Germany.



"A ballpoint pen is more than just a writing utensil!"

Fritz Ullmann
Founder



Company building in the picturesque Fischerbach

With sales of more than 80 million advertising media per year, we reach satisfied customers all around the world.

uma stands for a healthy, internationally-oriented company development that is not just focused on the sale of products but also values the wellbeing of the people who daily give their all for our customers.



"We are proud to be a third-generation family company and to lead it into the future with innovative power and fresh ideas."

Ullmann Family

OUR COMPANY IN FIGURES

a successful
family company
since **1949**

around **81 %**
of sales generated
in Germany

more than **250**
employees at our site in Fischerbach
in the Black Forest

more than **500,000**
advertising prints per day

around **80 mil.** promotional pens
are sent from Fischerbach around the world

around **400**
products make up the uma range

climate-neutral company
since **2019**

over
35 million euros
in annual sales

around **170**
home workers from the area

18
completely neutral model series
(production, processing, shipping)



COMPANY

- Third-generation family company
- Innovative market leader
- Largest employer at the Fischerbach production site
- Completely climate-neutral since 2019



EMPLOYEES

- Apprenticeship company
- Flexible work hours
- Security through company pension fund



ENVIRONMENT

- Responsible use of resources
- Conscious use of environmentally friendly processes
- Support for climate protection projects
- CO₂-neutral production and product lines



SOCIAL COMMITMENT

- Fritz Ullmann Foundation to promote social institutions and associations
- Funder of the Fritz Ullmann School and the Fischerbach day care centre
- Maintenance of primary supplies in rural areas through own village shop

OUR RESPONSIBILITY



UMA RECOGNISED AS TOP 100 INNOVATION LEADER



TRADITION BASED ON CONSTANT INNOVATION

Creativity, fantasy, empathy and courage are required in order to try out new things. This is how we always come up with new, innovative ideas at uma. Integrating our employees into strategic plans and frequently inquiring about our customers' needs enable us to recognise market needs as quickly as possible and to more often than not be quicker than the competition.

After 2019, we have once again made it to the top of the TOP 100 innovation competition in 2022. In the independent selection process, our innovative processes and innovative management in particular gained us high marks. We impressively demonstrated that future-oriented behaviour is also reflected in innovative products with our uma RECYCLED PET PEN series. The use of alternative materials and the investment in new production processes place uma among the TOP 100 most innovative SMEs in Germany.

The continuation of the uma RECYCLED PET PEN PRO series and the expansion of the various writing technologies with a consideration for sustainability and long life led to our nomination for "Innovator of the Year", a category of the PSI Sustainability Awards 2020. With the GOLD German Innovation Award, we were able to win another cross-industry award for particularly sustainable innovations.



PRODUCTION PROCESS

Development

Our task is to package the cartridge in a tirelessly renewed, contemporary costume. In other words, we design the “clothes” for the cartridges. They must have an aesthetic shape, be optically appealing and haptically satisfying. Companies that use pens as advertising want to be seen in a good light. We have made it our goal to develop models that positively stand out from the flood of pens available. The physical language of our pens is an optimal advertising medium for our customers.

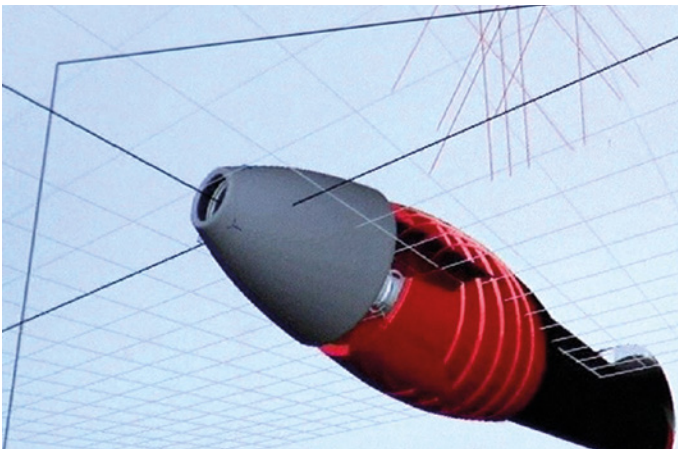
It is important to us that even in the development phase we not only consider the desires of our customers but already lay a foundation stone for the optimal production chain from an economic and an environmental viewpoint. The requirements for optimal affixing of advertising and the use of materials are already analysed in this phase and implemented accordingly.

This is a true challenge when one considers that as a provider of the full range of products we use not only plastic pens but also metal, recycled materials or wood as raw materials for our products. With some 400 pen models, our customers have a unique range of standard products to choose from, leaving almost no customer desire unaddressed. The requirements and demands cited above apply for every single product development, which is why our customers place so much trust in our products.

Injection

For our injection moulding, we rely on external collaborations locally and internationally. This allows us to offer our customers a varied range of products in different materials as well as in different price categories. A global network of suppliers and further production sites in addition to the main site in Fischerbach enable us to bring the flexibility and adaptability required by the market.

We welcome the trend of growing demand and readiness for sustainable, economic and therefore financially sensible production. This also enables us to continue to expand our German site. But naturally, no matter the production site at which components are manufactured, the quality requirements, and so the same quality that the market has grown to expect, are assured. This also includes ensuring social conditions for the wellbeing of all employees.



Design planning of a new model



"Sustainable production is only truly given if social responsibility is also considered all along the process chain."

Jochen Ullmann
CEO

Our corporate responsibility is not lived through slogans or the filling out of certificates. We have been working together with some of our partners in East Asia for over 40 years, know the production sites there intimately and have always worked to influence production to make sure that our requirements for quality, product safety, work conditions and environmental friendliness are ensured. All our products fulfil the REACH requirements. We also use a newly developed liquid ink guide system in our LIQEO series, for example. This system offers markedly better writing comfort, brilliance and writing time compared to common text markers. Furthermore, our markers satisfy both EN-71 and ASTM D-4236.

Corporate social responsibility is not restricted to environmental aspects. It also means creating social work conditions. Naturally, uma has undertaken to observe GWW Code of Conduct of the German

Association of Promotional Material Manufacturers. And as parts of our range are also manufactured in China and India, we are also members of the organisations SEDEX (Supplier Ethical Data Exchange) and BSCI (Business Social Compliance Initiative), which, through annual re-audits, strive to verify and improve the work conditions, health and safety of the workforce and so guarantee the observance of minimum standards.

Assembly

To safeguard the high and continuously rising quality demands, almost all components are assembled at the Fischerbach site by qualified staff into a typical high-quality uma pen. Reliable home working and numerous assembly lines furthermore ensure maximum flexibility in terms of delivery quantity and combination options. The 170 or so home working families living close by the site in Fischerbach furthermore ensure fast processing of our orders and short delivery routes.



Fully automated conveyor belt between warehouse and production



Section of our machine pool

State-of-the-art customisation pool

Besides product development, the high competence in customisation techniques is assuredly an una trademark. The production site in Fischerbach is therefore the heart of the company. All customisations are carried out in Fischerbach by qualified workers. It is the optimal affixing of the advertising that makes a pen an ideal advertising medium. In Fischerbach, we have the largest and most modern processing pool for promotional pens in Europe. Thanks to the constant investment into new technologies, we can proudly count ourselves among the best in the world. Demanding production processes are where we really shine. This includes state-of-the-art screen printing and pad printing machines for first-class multi-colour and UV colour prints as well as brilliant colour gradients or innovative digital prints. Elegant metal ballpoint pens are processed using innovative laser techniques and etching or highly-developed engraving processes. For our customers, this means that there are many ways to place their advertising message as effectively as possible.



Laser engraving

Storage

"Currently not available" – that's a message you won't hear from us. With our large production and storage area of 10,000 m² we have the necessary margin for extremely quick reaction times. This enables us to satisfy (almost) every customer request quickly and reliably. This strategy furthermore allows us not just to safeguard our site in Germany but even to constantly expand it. Providing our workforce with long-term prospects is also a sustainability principle in our eyes.

Quality management

Constant further development and the consistent safeguarding of the highest quality standards are the preconditions for the stable position of uma promotional pens in the market. A ballpoint pen that does not work does not just fail to fulfil its advertising function; it is negative publicity. That is why we make no compromises in the quality of every component in order to offer pens that serve reliably as an advertising medium over many years. Only a long-lasting promotional pen can claim the label "sustainable product".



High-bay warehouse



WHAT DOES SUSTAINABILITY REALLY MEAN?

People are increasingly aware of **SUSTAINABILITY** and are including it in their purchase decision process. For us at uma, sustainability means thinking about the future in everything we do today. We make sure that plastic bottles are recycled into ballpoint pens and that trees are only felled at rates at which new ones can be planted. For this reason, we are particularly proud of the various awards for our sustainable work and behaviour. Winning the Sustainability Awards

for products and social engagement or the gold German Innovation Award 2021 honour our responsible behaviour towards people and the environment. We do not limit sustainability to optimised production processes or material use. Besides a sustainable product, various factors and a holistic CSR management make up a successful sustainability strategy. We strive every day to harmonise social, economic and environmental aspects.



INVESTMENT IN ENVIRONMENTALLY FRIENDLY PRODUCTS



POST-CONSUMER
RECYCLED PLASTIC

rPCP – recycled Post-Consumer Plastic

Recycled post-consumer plastic (rPCP) is mainly derived from technical (household) equipment or other consumer waste. The plastics are collected, separated and recycled. After preparation, the so-called post-consumer or post-industry plastics can be upcycled into a new product. Generally, recycling the plastics consumes less oil and energy.



rABS – recycled plastic

Recycled ABS plastic is obtained from the injection moulding remains of our own moulding facility. The plastic waste is collected and returned to the injection moulding process stream. The collected plastics can be gathered separately by type and quality. The preparation of the plastics allows them to be used to make a recycled product. Generally, recycling the plastics consumes less oil and energy.



Recycled cardboard

The use of already recycled cardboard is a stable and at the same time environmentally friendly basis for the manufacture of pens. The material can be re-injected into the recycling stream and so helps protect the environment.

recycled PET Pen

uma RECYCLED PET PEN series –
in our opinion the most sustainable product development
In our search for the “right” path to sustainability, some eight years
ago we fell upon the material recycled PET. A material made from
100 % recycled PET bottles was the condition for giving a second life
to already existing, manufactured PET bottles. The rPET material we
use offers several advantages.

RECYCLED
CERTIFIED
SUSTAINABLE
LONG-LASTING
CLIMATE-NEUTRAL



RECYCLED PET PEN
0-2260



RECYCLED PET PEN switch
0-2240





SUSTAINABILITY WRIT LARGE

Right from the start, the idea led us to win the **PSI Sustainability Award 2017** in the category “sustainable product”. The fact that exactly one 0.5 PET bottle yields enough rPET material to manufacture one pen very quickly became an image that sells very well in the promotional materials business and in the wider economy and creates a lasting memory.

We even received awards for this idea from beyond our industry. The uma RECYCLED PET PEN was the first promotional material ever to be nominated for the **German Sustainability Awards 2019**.

This innovative development also allowed us to place among the **TOP 100 most innovative German SMEs** – a further reason to stick with the idea and the material and to further expand the uma RECYCLED PET PEN series.

Demonstrably CERTIFIED

We have a closed, controllable recycling cycle and know where the bottles for our production come from. There are special recycling systems for the PET system. Unfortunately, what is self-evident for us is not yet widely accepted in Europe. Our methods to ensure that we use this recycling process were certified according to the Global Recycling Standards, as was our sourcing of material in Europe in order to measure its CO₂ footprint.

But we are not satisfied with that. We are still working on improving the sustainability and in addition to the manufacture and production, which take place entirely in Europe, have rendered our processing and delivery chains climate-neutral.

And so the first climate-neutral and demonstrably certified pen series was born – the uma RECYCLED PET PEN series.



recycled PET Pen PRO

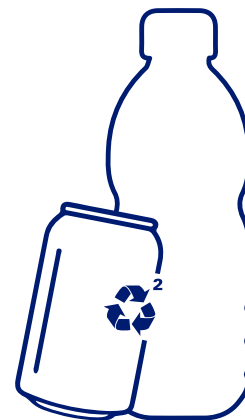
uma RECYCLED PET PEN PRO –

Continuation and expansion of the right idea

Staying on the right path and developing it further is just one of our strengths. Constant investments continuously yield new innovations. We're now entering the next phase – developing the product line. The new recycled product line uma RECYCLED PET PEN PRO was presented to the market together with the 2021 novelties.

The innovation – an idea grows further

The first pen and marker series with a case made from recycled PET bottles, manufactured climate-neutrally. But the innovation doesn't end with the casing. The different writing and marking technologies are implemented using a novel ink guide system. The ink guide system is equipped or manufactured with a liquid and high-quality writing paste in collaboration with Documental®. In the future, it will therefore be possible to replace not just the ballpoint cartridges but all other writing systems as well. But that's not all: recycled PET bottles now meet recycled aluminium beverage cans. The new upcycling idea adds chic metal applications to the pure rPET series.

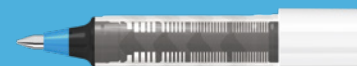


RECYCLED PET PEN PRO F-SI
0-2250 F-SI

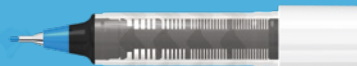


RECYCLED PET PEN PRO
0-2250

RECYCLED PET PEN PRO R
0-2252 R



RECYCLED PET PEN PRO FL
0-2254 FL



RECYCLED PET PEN PRO LIQEO
0-2255





SUSTAINABILITY MEETS HYGIENE CONCEPT

uma RECYCLED PET PEN PRO antibacterial – two issues, one solution

Having our ear to the ground and adapting to current conditions as quickly as possible is one of our passions. During the pandemic, we developed a “stay healthy pen” (#antibacterial) and brought it to market. The uma RECYCLED PET PEN PRO antibacterial – with its antibacterial and antiviral surface protection, it addresses the issue of hygiene without neglecting sustainability.

With the antimicrobial development of the newly developed recycled pen series, we demonstrated our ability to innovate in a crisis. For this effort, the complete series was awarded GOLD at the German Innovations Award 2021.



Effective against
COVID-19



RECYCLED PET PEN PRO antibacterial
0-2250 ANTIBAC





DEDICATED TO NATURE

The little village of Fischerbach lies in the heart of the Black Forest and, thanks to the high insolation, is lovingly referred to as the “sun terrace of the Kinzigtal Valley”. From every work station in our headquarters, one has a view of open fields and the impressive woods of the Black Forest.

With such a location, it is only natural that we strive to preserve this view and take this aspect into consideration in our production processes and our products.



THINKING SUSTAINABLY MEANS LIVING SUSTAINABLY

PEFC and FSC® certification

Wood: a very special material, radiating warmth and naturally grown uniqueness. Every ballpoint pen is a one-off with its own history. As a leading producer of promotional pens, at uma we place great value on individuality. Our wooden pens are therefore as unique as the trees from which they arose.



As producers based in the Black Forest, we are happy to guarantee that our wooden pens are PEFC and FSC® certified – our contribution to the protection of sustainable resources. It is only natural that we participate in this process of sustainable forest management to protect an important raw material.

PEFC guarantees that wood and paper products come from sustainably managed forests. With a surface area of over 265 million hectares of certified forests, PEFC is the largest forest certification system in the world and guarantees sufficient quantities of raw materials. And around 1.44 million hectares of forest in Germany are FSC® certified. With this certification, we at uma take on social responsibility by supporting the responsible use of resources and actively contribute to preserving our forests.



Climatiquement neutre
Writing utensil
ClimatePartner.com/13223-1907-1003



ECO-PASS

OUR VOLUNTARY CONTRIBUTION TO CLIMATE PROTECTION

As a promotional materials company, uma has a special responsibility regarding climate protection. That is why we seize all opportunities to save energy and reduce CO₂ emissions. It is therefore a natural development for us to strive to make our manufacturing at our site in Fischerbach in the Black Forest climate-neutral. The CO₂ emissions

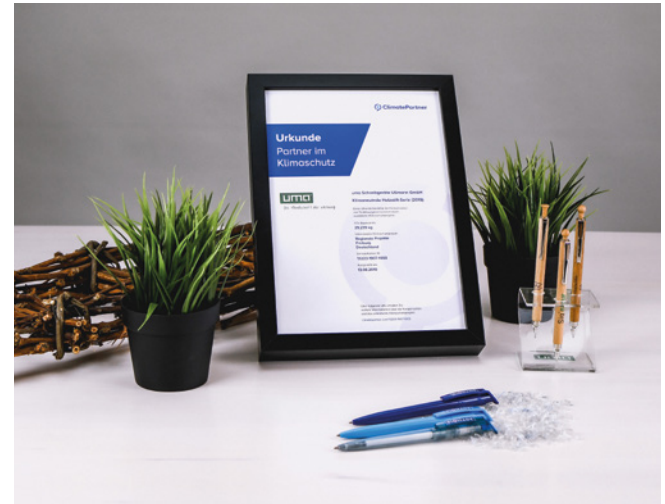
generated during production are calculated and compensated through the purchase of emissions certificates. These investments support renowned climate protection projects in developing and emerging countries or right here in our Black Forest and so make a real contribution to climate and environmental protection.

ClimatePartner

In collaboration with the company ClimatePartner, which supports us in implementing and calculating our CO₂-neutral production and manufacturing. ClimatePartner develops climate protection solutions for companies across industries. The CO₂ emissions of a company are determined and are lowered as much as possible. But since companies cannot completely eliminate their CO₂ emissions, the remaining emissions are compensated through financial support to climate protection projects.

Together with ClimatePartner, we can support internationally recognised climate protection projects as well as regional projects in the Black Forest or the Alps.

The forest protection project in Freiburg is a prime example – an investment in our home and in preserving our valuable rural environment.



Supported climate protection projects



Climate-neutral company

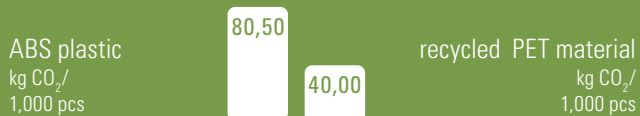
To ensure sustainable development, an important aspect for us is to take a holistic view of the three components: economics, environment and society. In collaboration with Climate Partner, our site in Fischerbach is 100 % climate-neutral – this includes the processing of all uma pens. The unavoidable emissions are compensated through climate protection projects. We consciously focus on investing in our region. The forest protection project in Freiburg aims to protect our valuable rural environment.

Facts:

- Emissions of 2,636,777 kg CO₂ compensated to date
- 100 % climate-neutral processing in Fischerbach
- 25 product series manufactured, processed and delivered climate-neutrally

FACTS

- entire uma NATURALS series is **climate-neutral**
 - total of 3,057,962 kg CO₂ emissions compensated
 - continuous investments and innovations for the environment and our home
 - investment sum of around 160,000 euros
- Comparison manufacture of a pen:



Climate-neutral product series wooden pens

As a Black Forest-based manufacturer, we are proud to be able to guarantee PEFC and FSC® certified wooden pens. To make the series fully climate-neutral, we ensure that all CO₂ emissions incurred during production, processing and transport are compensated through a regional forest protection project in Freiburg.

Facts:

- Emissions totalling 101,788 kg CO₂ compensated
- 1,000 wooden pens yield CO₂ emissions totalling 38.7 kg.

This corresponds to:



Climate-neutral product series from recycled PET

With the uma RECYCLED PET PEN series, we created a solution to the current requirements of the market. The series offers the highest degree of sustainability. It is demonstrably certified and is the first European pen series made of recycled PET bottles. It was therefore self-evident that we would want to produce, process and transport this series completely climate-neutrally. The climate protection project that we support fights against the flood of plastic waste in our seas and perfectly completes the sustainability story of the uma RECYCLED PET PEN series.

Facts:

- Emissions totalling 288,994 kg CO₂ compensated

In addition to being climate-neutral, we ensure an upcycling process certified in accordance with the Global Recycled Standard.



Climate-neutral product series recycled plastic

Do good and write with it – that's possible with our pens made of recycled plastic. The material is obtained from internal injection moulding waste and post-consumer plastic waste. This material series fulfils the attributes sustainability and long-lasting; in addition, the entire production, processing and transport routes of the various model series are climate-neutral. To compensate, we support the global sea protection project Plastic Bank.

Facts:

- Emissions totalling 30,403 kg CO₂ compensated





CITIZENS' ENERGY FISCHERBACH

uma supports a visionary project locally: "Bürger-Energie Fischerbach", or Citizens' Energy Fischerbach. This is a bi-directional cold-heat network with integrated ice storage and wind turbine aiming to counter climate change.

The bCHN-ice system interacts synergistically in the energy supply and feed-in mode. This interaction of an energy system making use of environmental heat that could not previously be used is one of the most recent approaches to achieve the defined climate targets.

The goal of the investment in the future by our company is to end dependence on rising energy prices in the context of communal energy autonomy.

Through the use of renewable energy in the daily production of uma Schreibgeräte Ullmann GmbH, the environment benefits immediately, and thanks to the financial support provided by uma the project can also be used by private households in the long term. The technology is already being used in the new residential area of Fischerbach, and 30 homes have already been connected.



Aerial view of Fischerbach

Thanks to this test environment, the system could be marketed beyond Fischerbach's borders. Additional municipalities were convinced by the system and will build on this visionary technology.



"Using renewable energy also means having the courage to invest in new technologies."

Peter Ullmann
CEO

UMA MEMBERSHIPS

uma is **RESPONSIBLE**. The basic principles of our production conditions are clear: uma views it as its corporate responsibility to ensure work conditions that respect human dignity as well as the environment. The observance of labour laws, the ban on child and forced labour, and responsible behaviour towards nature and its resources are a major priority. That is why uma exclusively produces at regularly audited and carefully selected sites.

Our customers can be sure of one thing: with uma pens, they present themselves as companies that are aware of their corporate responsibility.

SEDEX (Supplier Ethical Data Exchange)

Since April 2014, we have been members of SEDEX (Supplier Ethical Data Exchange), an organisation for companies that have undertaken to work towards the continuous improvement of ethical responsibility in their supply chain. The aim of this organisation is to ensure greater transparency and safety across the entire supply chain. Experts inspect companies according to the SMETA audit procedure: Sedex Members' Ethical Trade Audit. Issues such as work conditions, work safety, hygiene and environmental management are addressed.



FTA (Foreign Trade Association)

FTA is the association for European and international trade which works towards free trade and responsible foreign trade. The trade association represents more than 200 members of the international trading community and is the oldest organisation promoting the growth of international trade. FTA brings together sole traders, importers, brand manufacturers and national associations to responsibly improve the political and legal framework for trade.

Given its international relations to suppliers and customers, it was natural for uma to join the FTA and its aims.



BSCI (Business Social Compliance Initiative)

We have been members of the BSCI (Business Social Compliance Initiative) since January 2014. The standards, tools and trainings provided by BSCI enable us to effectively inspect the work conditions, health and safety and other social aspects at our suppliers around the world and to work on improvements with our partners where necessary.

BSCI is a non-profit association of companies that was founded with the aim of creating, at the company level, a common platform for the various European codes of conduct and monitoring systems as well as the basis for a common monitoring system for social standards. The primary objective of BSCI is the observance of the BSCI Code of Conduct. This code sets out the values and principles which the BSCI participants, including uma, have undertaken to uphold in their supply chains.



PSI (Promotional Product Service Institute)

uma is also a member of PSI, the international network of the promotional products industry. The focus here lies especially on expanding the reach of the high-quality uma products in the international market.

With more than 6,000 members, PSI is the largest promotional product company network in Europe.



PPAI (Promotional Products Association International)

The US association for promotional products PPAI is the market leader in the promotional products industry and delivers the necessary knowledge, resources and community for the success of its members, promotional products manufacturers, importers or resellers, as well as of the industry itself.



ASI (Advertising Specialty Institute®)

The Advertising Specialty Institute® (ASI) is the largest member organisation worldwide for the promotional materials industry. ASI focuses mainly on the US market.



asi/92469

GWW (Gesamtverband der Werbeartikel-Wirtschaft e.V., German Promotional Products Companies Federation)

uma is a member of the GWW federation, which follows a clearly defined common goal: to clarify the significance of promotional articles in the communication mix and sustainably promote it. In addition to promoting promotional articles as a medium, the federation also works towards improving the legal and political framework. It is the contact point for all industry-relevant issues and coordinates the interests of the suppliers in the European environment. These goals are particularly important to us, as is a high degree of creativity, quality and professionalism. GWW has some 350 members and has developed into the strongest national association in the promotional products industry. The federation organises the GWW NEWSWEEK and the trade fair TREND, at which we exhibit every year. These events have established themselves as the major trade fairs in the industry and ensure successful meetings with promotional articles suppliers and consultants. uma has undertaken to observe the GWW Code of Conduct of the German promotional products industry and stands for:

- Professional equality of opportunity without any discrimination
- The observance of good commercial conduct
- Good specialist advice
- Respect for competition law and copyright
- Conducting business without any corruption or undue advantage
- The avoidance of dangerous substances
- The obligation to observe European standards in international transactions
- Environmental protection and responsible use of natural resources
- The use of high-quality advertising media and the respect for privacy protection.



COMMITMENT ALL THE WAY

"If I'm doing alright, others should also". The entire Ullmann family has been guided by this principle for generations. It thus comes naturally for the family to take on social responsibility – not just to communicate about it, but to really live it. The family is not interested in glorifying itself but in creating lasting values that subsequent generations can continue to uphold.

Fischerbach's honorary citizen and founder of uma, Fritz Ullmann, has already frequently demonstrated that he was not just a great businessman but had at least as great a heart for his fellow humans. Every year on his birthday, he donated a substantial sum to the community, and he also started the Fritz Ullmann Foundation.

Through the Foundation, he created a basis to sustainably promote assistance to youths and to the elderly, art, culture and sports in the village.

Seniors were a particular concern of his: "My special wish is for something to be done in the field of assisted living". To realise such a project in a relatively small community like Fischerbach, Fritz Ullmann donated one million euros.

"The Foundation should be sustainable", stated Peter Ullmann, who chairs its board. The two sons Jochen and Alexander are also active as directors and are responsible for managing the Foundation's finances together with Peter Ullmann. The Foundation's capital remains untouched, projects being exclusively financed through its earnings.



Founding of the Fritz Ullmann Foundation

Assisted living

The planning and implementation of the assisted living project in Fischerbach is one of many social milestones to which our company, and the Ullmann family in particular, have committed. The concept of a liveable community for young and old and of cohabitation across generations is one that we want to continue to promote in the future through our social commitment.

Funding of educational institutions

In addition to the company street, which was named after the founder, the local Fritz Ullmann Primary School also bears the name of Fischerbach's philanthropist. And it continues to be very important to us to ensure excellent educational opportunities for the youngest through our regular support for the Fritz Ullmann Primary School and the Wunderfitz day care centre.



Fritz Ullmann Primary School in Fischerbach

Every year we provide between six and eight apprenticeship positions and collaborate with schools in the area.

We are a sponsor of the Hausach Schools of Commerce. To enable the students there to obtain a real understanding of commerce, we regularly hold company tours and support them with advice. We also offer students the possibility of a training at uma to give them insight into the various fields of work.

Shopping at the "Lädele"

"The possibility of working in our home village and of being able to offer this to our employees does a lot for quality of life. This focus on quality of life drives us to continue to behave responsibly for the company and the community", say the Ullmanns. Upon the initiative of Traudel Ullmann, for instance, a new grocery store was opened with the municipality of Fischerbach when the local supermarket closed. A cash machine, a lottery point, a parcel deposit point and a little bistro ensure that the community's needs for groceries, but also for daily interactions, are met.

Support for associations

Another important issue for us is supporting various local associations. All local associations regularly receive financial support. For instance, as the main sponsor, we organise the uma JuniorCup in collaboration with FC Fischerbach. The uma JuniorCup is an event that we called into existence together for the children of the region. In 2019, the 4th uma JuniorCup was held, in which the D, E, F youth and Bambini took part. Over the three days of the tournament, some 450 kids chased the leather ball. There were plenty of goals, medals, cups, and especially happy children. We gladly hold on to sustainably successful ideas; the uma JuniorCup will therefore be a fixture in the local children's football agenda.



Fritz Ullmann statue



UMA RESPONSIBILITY DEMONSTRABLY CERTIFIED

Today, customers no longer merely look at the price or the quality of a product when deciding whether to purchase or not. They want to know how a product is manufactured and who is responsible for it. Unfortunately, corporate responsibility is not always self-evident. We let external auditors inspect our actions. EcoVadis operates a platform that enables evaluating companies' actions with the aid of 21 sustainability criteria. Through EcoVadis, we were compared to 40,000 customers in 110 countries and are proud to have earned a bronze medal for 2021.

This places uma Schreibgeräte Ullmann GmbH among the companies with an above-average CSR performance. Thanks to EcoVadis' online platform, we can share our result and the associated corporate social responsibility with our customers via a scorecard. This allows us to show to our customers the credibility and transparency of our activities and demonstrate our long-term, sustainable behaviour.

For a family-run company in the third generation, it is only natural that we already think today about the generations of tomorrow.



UMA AS AN APPEALING EMPLOYER

Our most precious resource – our employees

The appeal of our company for our employees is reflected not only in our regional location but also through the value and wellbeing of every single employee. Our qualified and flexible workers play a major role in the success of our company. Our light-filled company building has lots of space for our employees to unfold their daily creative activities and offers an unimpeded view of the Black Forest. Despite the growing number of the workforce, we still try to run our company as a family company in order to create an excellent atmosphere. Small gestures on our part, such as the annual excursions, events for special occasions, holiday and Christmas bonuses and the company's pension fund enable us to transmit joy at work. As we are by far the largest employer in Fischerbach, we have a particularly strong sense of responsibility for our employees.

Flexible work hours

For us, an optimal working environment includes flexible work hours. We enable flexibility in our employees' work hours through flexitime and so ensure that they can optimise their work-life balance. The Fischerbach day care centre and the Fritz Ullmann Primary School are just three minutes by foot from the company building. In particular, mothers with children of kindergarten or school age can come to work later or leave earlier. Through our social commitment, educational institutions like the day care centre and the Fritz Ullmann Primary School in Fischerbach are supported locally. This ensures short travel times to the institutions and to work and increases time with the family.

Communal life – securing infrastructure

Living in rural areas is desirable and valuable. However, the requisite infrastructure and shopping facilities must be ensured. As an employer, we provide the possibility of working locally, and we also fund the infrastructure. One aspect of this is our financial support for the public institutions; another is ensuring a supply of groceries for the inhabitants. Through our own supermarket in the village, lovingly called "the little shop", we maintain the local supply of daily items. This keeps the money in the village, again guarantees short travel times for Fischerbach's inhabitants, and perhaps most importantly maintains communication, and therefore life, in the village.



"The wellbeing of our employees is and remains our most important goal!"

Traudel Ullmann



we are uma!

FROM SHIFTWORKER TO DEPARTMENT HEAD

Apprenticeship/dual education

Our creative teams constantly require new employees and apprentices who can think and act for themselves. We like our new generation to be as diverse as our range of products.

We offer the following apprenticeship positions:

- Apprenticeship wholesale/foreign trade
- Apprenticeship industrial clerk
- Apprenticeship industrial clerk with additional qualification in business management
- Apprenticeship media technology – screen printing
- Apprenticeship expert in warehouse logistics

During the apprenticeship, our apprentices go through all departments, from materials procurement to marketing, and so gain an overview of the processes across the entire company. The courses at the school of commerce provide them with a deep insight into theory, which they can then directly implement in practice.

We also provide the following dual studies:

- Bachelor of Arts – Industry

Studying in the dual study system provides scientific learning that is embedded in professional practice. As part of their studies, students carry out company-related projects and run through all departments in our company according to an individual training schedule.

For people starting their career, we are a particularly appealing employer with a secure future.

The close collaboration with schools gives us access to the new generations and offers us a mix of the experience of long-term employees and the fresh insights of new blood.

Through 3-4 apprenticeships per year, the sponsorship of a training company of the Hausach Schools of Commerce and the chairing of the association of sponsors of the schools, we are actively engaged in structuring the future prospects in the region.

The end of the apprenticeship does not have to mean the end of learning. uma is happy to offer further trainings to motivated and committed employees.



"Being an apprentice at uma means variety. As an apprentice, one gains insights into all departments, from processing of the pens to shipping. We are allowed to work independently and gather lots of experience for the future and professional day-to-day tasks. Teamwork is also very important here."

Lara Beha
Apprentice

EXCURSION TO THE CLIMATEPARTNER PROJECT

How much CO₂ is produced by a single production step, by the transport of a single part, by the processing of our pens? We determine these values together with ClimatePartner to lay the basis for CO₂ compensation. The results flow into climate-neutral projects, and since 2019 into a climate-neutral production site in Fischerbach.

Through the compensation payments, we support, amongst others, a ClimatePartner project in our area, the Black Forest. Another chance to express our commitment to our area: the project is actively supported and visited by our apprentice. We want to know what happens where to our payments and are absolutely convinced by the excellent work on the ground.

A sustainable project for a better future.



Apprentices and apprenticeship managers visiting the ClimatePartner project

STRONG TOGETHER – APPRENTICESHIP AT UMA

Completing an apprenticeship or dual studies at uma also means being part of an outgoing team with a strong team spirit.

Every year, we offer our apprentices and dual studies students an “Apprentice Day” at which they can get to know each other better and strengthen team spirit. Common activities during lunch breaks, such as cooking, eating or going on walks together through the picturesque village of Fischerbach, also help strengthen team spirit.

We also highly value independence and initiative, which is why our apprentices learn early on in their apprenticeships to take on responsibility. The “apprentice services”, such as putting on stamps, picking up the mail or managing office supplies, are organised by the apprentices between themselves. These tasks help them organise themselves and learn to work together as a team in times of shortages.

Every year, we take at least two apprentices to our largest promotional articles fair, PSI in Düsseldorf. It is very important for us that the apprentices get to know the clients, products and processes and can also gather experiences outside the office. They have the opportunity to make in-person contact with the customers and to be present during customer discussions. At the same time, they gain valuable insights into the promotional articles industry and can forge and develop their personal contacts.



Apprentices and students at uma



"True happiness is doing good."

Socrates



Die Handschrift der Werbung

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