

25.05.2011 – 13:05 Uhr

Schüco congratulates its new brand ambassador on match play victory / Ian Poulter Teeing Off on Climate Protection

Bielefeld (ots) -

With his striking and remarkable appearance, the 35-year-old Englishman is one of the world's most professional golfers. He is extremely successful. In the final of the Volvo Match Play Championship in Spain last weekend, "Poults", as he is called, finished in first place. As of immediately, the pro golfer and Schüco, the leading provider of Green Technology and Clean Energy from Solar and Windows around the building envelope, are joining forces. Both golf and Schüco feature a perfect harmony between nature and technology. And high aspirations in terms of precision, perfection, professionalism, and sustainability. To focus even more attention on these qualities, a team of world-class golfers tees off around the globe on climate protection, led by world's number three golfer, Martin Kaymer.

Sustainable contribution to climate protection

Ian Poulter had this to say about the new partnership: "Schüco is a company that follows up its words with deeds. Its innovative technologies are unique and I am fully convinced that they are making a sustainable contribution to global climate protection. I'm very happy to be part of the team." Poulter, who has won eleven European Tour tournaments to date, celebrated his greatest triumphs in 2010, when he won the WGC World Match Play Championship and was a member of Europe's victorious Ryder Cup team.

Dirk U. Hindrichs, the President and CEO of Schüco International KG, is happy about the partnership with the British top golfer: "Ian Poulter is a very charismatic personality in international golf - a successful golfer who surprises people with his unusual ideas away from the greens. He is an ideal brand ambassador for us and will contribute to raising awareness of the Schüco brand and our climate protection goals. We're very pleased about the cooperation?"

Experience Ian Poulter live at the Schüco Open

Ian Poulter will be playing in front of several thousands of enthusiastic golf fans at the Schüco Open 2011, which will be held at Golf Club Hubbelrath in Düsseldorf, Germany, on July 31. The Schüco Open is Germany's largest and best-manned invitation tournament. For the third time in succession, 100 amateur and professional golfers will compete in the tournament. The participants will include Martin Kaymer, Henrik Stenson, Geoff Ogilvy, Bubba Watson, Dustin Johnson, Alvaro Quiros, Miguel Ángel Jiménez, Grégory Havret, Edoardo Molinari, Liang Wenchong. More information on tickets and the tournament ? whose advance sales have surpassed all expectations - can be found at www.schueco.com/schueco-open .

Schüco ? Green Technology for the Blue Planet.

That means clean energy from solar products and windows. And the contribution that Schüco makes to the environment with pioneering building envelopes. To be more precise, with Energy3: Saving Energy - Generating Energy - Networking Energy. Window and façade systems not only save energy due to optimum thermal insulation, they also generate energy thanks to efficient solar solutions. This creates an excess of energy which can be used by means of intelligent networking. For building functions, as well as for everyday life. The result is a significant step towards energy self-sufficiency. Towards the sustainable conservation of natural resources. And for a secure future. With 5250 employees and 12,000 partner companies, Schüco is active in 78 countries worldwide and achieved turnover of 2.38 billion euros in 2010.

Marketing contact:

Schüco International KG
Tanja Brinks
Marketing Director
Karolinenstr. 1-15
D-33609 Bielefeld
Tel.: +49 521 783-425
Fax: +49 521 783-182
E-mail: tbrinks@schueco.com