



The Jokey Group
Jokey is your specialist for sustainable plastic injection moulding - with the customer proximity of a family-owned company operating worldwide.

Newsletter 12/2021

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Dear Readers,

This year, which is drawing to a close, has once again confronted us with many challenges: the ongoing corona pandemic, the globally noticeable shortage of materials resulting in extended delivery times and changing price quotations in some cases, rapidly rising energy prices, and the associated significant increase in general costs.

Even against this background, our employees did their best to act as flexibly and customer-oriented as possible at all times. Especially in these difficult times, many of you have once again appreciated our customer friendliness and reliability.



This is also reflected in the special award we received from one of our long-standing customers. The globally operating family business honoured its most important suppliers who have managed to maintain a stable delivery performance over the past 18 months notwithstanding all the challenges - and Jokey was one of them. We were also particularly pleased to receive another related honour: Jokey was awarded for special merits in the category of innovation and sustainability. This shows that sustainability and innovation cannot be separated - even in difficult times.

After all, in addition to controlling the pandemic, counteracting the advancing climate change remains the biggest challenge. Our plant in Wipperfurth was also affected by the devastating floods in July caused by heavy rain. Climate change has reached our doorstep. More than ever, it demands a responsible attitude and corporate policy, a clear direction and consistent, common action at all levels. With the cooperation recently launched with WWF Germany, we have a strong partner at our side. With its expert advice, we will place sustainability even more firmly at the centre of all our daily activities in the future and continue to drive forward the circular economy for plastics in the years ahead. You can read more about this in this newsletter.

On behalf of the entire Jokey management, I would like to thank you for your reliable support during these special times. It is good to know that we can rely on each other. We would be delighted if you would continue to accompany us actively on the path of the upcoming transformation process to achieve the Paris climate protection targets.

Best regards
Christof Kölschbach (CSO)
Jokey Group

Jokey and the WWF - working together to promote the packaging transformation



The Jokey Group and WWF Germany have agreed on a strategic cooperation. Aiming to jointly drive forward the circular economy for plastics, and as a company to follow the 1.5-degree path of the Paris climate protection agreement and significantly reduce its CO2 footprint.



[Read more](#)

„We want to be a pioneer in our industry“



Why is Jokey, one of the leading manufacturers of plastic packaging, joining forces with WWF, one of the largest environmental protection organisations in the world? In this interview, Laura Griestop, Manager Sustainable Business and Markets at WWF Germany, and Jens Stadter, CEO of Jokey, explain how both sides could benefit from this unusual alliance.

[Read more](#)

Jokey intensifies cooperation with Borealis



Strengthen the Circular Economy together - this is also the goal of the cooperation between Jokey and the Austrian plastics manufacturer Borealis. In an exchange of experience, experts from both companies explore the range of applications and practicality of alternative raw materials.

[Read more](#)

Unique trade fair experiences - on site again



Whether in Nuremberg, Dubai or Cairo - for the Jokey experts it was a long-awaited moment. After the standstill caused by the pandemic, they could finally participate in international meetings of the packaging industry with a trade fair stand again.

[Read more](#)

Jokey produces Beer Buddy-Cups for Bottoms Up Beer Germany



Beer Buddys are becoming increasingly popular at private and business events - for example, in amusement parks. They not only offer guests a lot of drinking pleasure, but also turn beer tapping into an event. The idea is amazingly simple.

[Read more](#)

"Grey is the new green" - Recycled material campaign with new key visuals



Since 2018, Jokey has been promoting packaging made from post-consumer recycles (PCR) with the "Grey is the New Green" initiative. An increasing number of Jokey customers take up the sustainability approach. That's why grey once again plays the leading role in the new campaign graphic. Well deserved!

[Read more](#)

SEASON'S GREETINGS

Christmas and New Year is a time for us all to reflect on the year gone by and to spend time with our loved ones.

We'd like to take this opportunity to wish you a joyous and relaxing Christmas and a good start to the New Year as well as good luck and every success with all your projects and plans.



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