Dear Readers,

This Newsletter is the start of a digital transformation journey. In the past, many companies have been confronted with increasing sustainability challenges. Especially small and medium-sized companies, like Jokey, are facing difficulties in implementing these challenges. Jokey's ongoing transformation process demonstrates a strong interest in sustainability and a desire to find more sustainable solutions.

Jokey and the MNP - standing together to promote the packaging transformation

In conversation with Wipperfürth & Co., an important transformation partner for Jokey, we learn more about the role of full-service providers in the green economy. Jokey's CEO, Volker Kölschbach, comments on the company's transformation process and its importance for the future.

Jokey intensifies cooperation with beverage packaging

The Walldorf-based packaging expert is also confronted with increasing sustainability challenges. To cope with those challenges, Jokey is improving its cooperation with its partners. This way, they hope to achieve better solutions.

Unique trade fair experiences – on-site again

New digital formats allow us to display Jokey's products at the ISPO Munich, the world's leading trade fair for the sports and leisure industries. Visit our virtual exhibition hall to experience new trends and exciting Jokey innovations.

Jokey produces Buddy-Cups for Bottoms up! Bear Germany

New patina, a new company name, and a sustainable message. Jokey's Buddy-Cups are made from 100% recycled plastic. The Eco-Logo and the Buddy-Cups logo are printed with UV ink. Jokey is committed to sustainability and will continue to develop new sustainable products.

We look forward to your feedback and comments. Please let us know if you have any questions or comments about our new digital transformation journey.

Best regards,

Volker Kölschbach
CEO, Jokey

1.5 - New Patina – Jokey's Eco-Logo

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