

PRESS RELEASE

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Pionier Workwear and tegut... celebrate over 16 years of successful collaboration

Since 2004, tegut... gute Lebensmittel GmbH & Co.KG based in Fulda, Hesse, Germany, has trusted the Herford-based workwear specialist, Pionier Workwear, to kit out its employees in around 280 grocery stores across Germany. Both companies are proud of over 16 years of successful cooperation.

“Our employees’ workwear was designed by Pionier Workwear to be modern, high quality and functional. It’s comfortable to wear and looks good. It’s very important to us that our customers feel comfortable with us. And the well-groomed appearance of our employees in-store makes a definite contribution to this,” confirms Matthias Pusch, Head of Corporate Communications at tegut...

The two outfits consist of high-quality, CI-colour-accurate shirts, aprons, bow ties and hats with embroidered logos for sales staff and management in the branches. The skin-friendly fabric blend is comfortable to wear, easy to care for and holds its shape.

The collection’s colour palette, consisting of strong orange and red in combination with white, is based on the logo and CI of tegut... and is perfectly tailored to the requirements of the individual departments.

“We very much appreciate the many years of successful collaboration and look forward to moving forward with tegut...!” said Ulrich Heesen, Managing Director of Pionier Workwear. “We’ll continue to implement new ideas together and work on innovative products with the Pionier philosophy.”

About Pionier Workwear and tegut...:

Pionier Workwear has been designing workwear since 1954 and is one of the top 10 in the segment in Germany. As a subsidiary of Ahlers AG, Pionier Workwear sells workwear and corporate fashion for trade, industry and the service sector. The high-quality, functional clothing is specially made according to the respective working conditions and technical standards. Pionier Workwear is available from leading specialist retailers in Germany and Europe, as well as online.

tegut... gute Lebensmittel GmbH & Co. KG is a trading company with over 280 grocery stores in Hesse, Thuringia, Bavaria and Baden-Württemberg, as well as Göttingen and Mainz. The focus of the whole range is on the provision of fresh and organic produce

Pionier

WORKWEAR

along with regional products, as well as providing training and further education opportunities for employees. tegut... offers its customers around 23,000 products, including everyday branded products, low-priced entry-level products from the "Jeden Tag" brand, high-quality own brands at the price points and quality of the tegut... value-added brand with the tegut... purity promise, tegut... vom Feinsten and tegut... Bio, as well as a large number of other organic brands and produce from organic collectives, such as Bioland, Naturland and Demeter.



tegut... employees wear the Pionier Workwear collection for tegut... in orange or burgundy, depending on their area of work.

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