

## **MEDIA INFORMATION**

### **TroGroup donates EUR 100,000 to UNICEF Austria for emergency aid to Ukraine**

**Social responsibility has always been practised at the TroGroup. The family-run business, based in Wels, is a global leader with its companies Trodat (for stamps) and Trotec (for lasers). As a partner of UNICEF Austria, it is proud to provide support where it is most urgently needed.**

**Wels, 29 November 2022.** Millions of children have been affected by the war in Ukraine. Many buildings, including schools, have been destroyed in the fighting; the water supply has been cut off in some regions, and key infrastructure has been damaged or ruined. UNICEF Austria reports that almost 18 million people, including three million children, require humanitarian aid. The looming winter will make things much harder for many.

“For over 110 years, the TroGroup has been family-run – family values and solidarity are deeply embedded in our business culture. It therefore goes without saying that we strongly believe in social responsibility and we offer assistance wherever it is most urgently required,” says Norbert Schrüfer, CEO of the TroGroup, adding: “The people affected by the war in Ukraine are suffering immeasurably. Children in particular bear the brunt, and we are very pleased that we can help children and families in distress directly on the ground in Ukraine through our partnership with UNICEF Austria.”

UNICEF sends relief to affected areas and offers fleeing families mobile contact points to turn to. Furthermore, the organisation is pulling out all the stops to prepare people for winter. “The cold winter will only sharpen the humanitarian plight suffered by children and their families. Our main concern is now to get Ukrainian families through the winter safely and warmly,” says Christoph Jünger, CEO of the Austrian Committee for UNICEF. “We are grateful to the TroGroup for their generous support. It is only with the aid of strong partnerships that UNICEF can continue to work for children and their families in and out of Ukraine.”

#### **Running for a good cause**

Back in the summer, the TroGroup got its donation campaign rolling. Since 2017, the company has been the chief sponsor of Upper Austria’s largest race event, the Wels trodat trotec Business Run. This year, the TroGroup is donating EUR 250 for every participating employee. With 72 employees signed up, the donation amount had reached a grand total of EUR 18,000 - and it’s now been generously topped up. “I’m proud of our employees running for a good cause, and demonstrating their personal commitment to helping people in need. My thanks go to our owners, who decided to bring the total up to EUR 100,000, thus helping children and families in Ukraine. It is an impressive indication of what we stand for as a family business,” explains Norbert Schrüfer. The TroGroup is 74.9% owned by the Müller-Just family foundations and 25.1% by the owners of the Lower Austrian ImWind Group.

## **The TroGroup**

The group of companies known as TroGroup GmbH operates as the leading global stamp business under the Trodat brand name and as the leading global laser business under the Trotec brand name. Trodat is the largest stamp manufacturer in the world and Trotec is the global market leader for laser plotters for engraving, cutting and marking. In the business year 2021, TroGroup generated a turnover of EUR 289 million and employed around 1,970 people in 44 international subsidiaries worldwide, including around 590 people in Austria. The group of companies is present in more than 150 countries, the export rate amounts to more than 97%. TroGroup is based in Wels in Upper Austria, where the most important stamp production site as well as the research and development facilities are located. The Trotec production and sales site is situated in Marchtrenk, just over a mile from Wels. The TroGroup is 74.9% owned by the Müller-Just family foundations and 25.1% by the owners of the Lower Austrian ImWind Group. [www.trogroup.com](http://www.trogroup.com)

**Photo attached. Credit: TroGroup**

**Caption: TroGroup CEO Norbert Schrüfer hands donation check to UNICEF representative Anna Gudra**

**For questions please contact**

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