

„A tree. A smile.“ – Successful Christmas tree donation campaign at bachmaier in Bischofswiesen

Bischofswiesen, 05 December 2024– Cheerful faces, a festive atmosphere and an impressive donation total: last Saturday, bachmaier GmbH transformed the Pfaffenfeld in Bischofswiesen into a Christmas market with a heart. Under the motto ‘A tree. A smile.’ the Christmas tree fundraiser took place for the second time and brought the region together. The result: €13,741 for the benefit of two regional aid organisations that support families in difficult times.

Together for a good cause

The campaign impressed with sustainably harvested Christmas trees from the Lüneburg Heath and a lovingly organised Christmas market. Regional partners such as the Maximilian Ehler butcher's shop with its Bavarian and vegan bosnas, the Bäcker-Brüder bakery with fresh rolls and the Grassl mountain and gentian distillery with mulled wine and children's punch contributed to the success. Hofbräuhaus Berchtesgaden and Berchtesgadener Advent also contributed their support. ‘Our campaign shows how much joy and solidarity can be created when everyone pulls together,’ explained Managing Director Fabian Kubicke. ‘We are grateful for the commitment of our team, our regional partners and, of course, the many visitors who made this result possible.’

Fun for the little ones

There was also a varied programme for the little ones: a lovingly designed craft workshop, a fun Christmas tree toss and the alpacas of ‘Loipl Alpaka’ Herbert Stehböck, who were available for walks and strokes, made the children's eyes light up (and not only).

Voluntary commitment with heart

What makes this campaign special is the voluntary commitment of the entire bachmaier GmbH team. Whether managing director, office employee, designer or production manager - all employees actively lent a hand. ‘It is important to us to make a difference not only with our products, but also with our commitment. With this campaign, we not only want to give a smile, but also give something back to the region. Without the active support of our employees and the generous donations of our visitors, this would not have been possible. We would like to say thank you for this,’ explained Fabian Kubicke, Managing Director of bachmaier GmbH.

An impressive donation result

Thanks to the visitors' great willingness to donate and the support of numerous regional partners, €13,741 was collected. The sum will be passed on in full to two regional organisations, Kinderkrebshilfe Berchtesgadener Land und Traunstein e.V. and Berchtesgaden Hilft e.V.. Both organisations do valuable work and give hope and support to families in difficult times.

Thanks to all those involved

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Hearing innovations from the Alps

bachmaier GmbH, based in Bischofswiesen, is a developer, manufacturer and service provider for hearing-related products. With a total of 55 employees, the company has been developing and producing customised products for the hearing aid industry, the hearing protection sector and the music industry for over 30 years. bachmaier[®] now has production facilities in Germany and Hungary and supplies professional equipment to acousticians, hearing protection manufacturers and earmould laboratories throughout Europe.

More infos: <https://bachmaier.de>

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Photos

Photo credit: Christmas atmosphere: The Christmas market in front of the bachmaier GmbH company building - collecting donations together for a good cause.

Photo credit: bachmaier®

