



Online



Syntegon at a glance

Preface

Content

Company profile

Governance

Environment

Social

Appendix

Packaging for a good cause



Handing over a lovingly wrapped gift is a special moment. The excitement builds as the paper rustles and the parcel is opened. A smile on the face of the recipient, joy all round. Unfortunately, many people rarely experience such moments of attention. At Syntegon, we are aware of this and don't want to stand idly by. That's why once a year it's time to package for a good cause!



Watch the video for this article:
[Packaging for a good cause](#)

It all starts with a wish

It is the third time the company has carried out this initiative together with local charities. Every year, Syntegon asks how it can help. At Lebenshilfe Crailsheim, Germany, over sixty people supported by the organization wrote down their wishes, including CDs, craft paper, and bed linen. Children and young

Online

Syntegon at a glance

Preface

Content

Company profile

Governance

Environment

Social

Appendix

people from the Waiblingen and Remshalden region, who are looked after by the child protection association Kinderschutzbund, submitted more than a hundred requests. “In addition to classic gifts such as toys, warm clothes are often on the wish lists,” says Katja Grossmann from the charitable organization. Children from an elementary school in Hangzhou, China, asked for “toys and stationery”.

“In addition to classic gifts such as toys, warm clothes are often on the wish lists.”

Katja Grossmann, Kinderschutzbund
Waiblingen/Schorndorf e.V.

Packaging together

This is where the employees come into play. They are the heart of the campaign. They choose a wish, organize the gift, and wrap it. A total of twelve sites in America, Asia, and Europe took part last year. Participants in Beringen, Switzerland, even came together to collectively celebrate the moment of packaging. They lovingly and carefully wrapped books, footballs, and dolls in colorful paper. In Derby, England, employees packed toys and clothes for disadvantaged children. Alexander Dakin, campaign organizer at Syntegon in Derby, emphasized the positive effect on the team: “Making people happy as a group is a positive experience that brings them closer together.”





Online



Syntegon at a glance

Preface

Content

Company profile

Governance

Environment

Social

Appendix



“Making people happy as a group is a positive experience that brings them closer together.”

Alexander Dakin, organizer of the campaign at Syntegon in Derby

Shining eyes

Handing over the gifts is by far the most rewarding moment. In Dresden, Germany, Matthias Wagner, managing director of the Syntegon subsidiary Pharmatec, presented vouchers for the zoo and theater tickets to the Pfarrer-Dinter-Haus, which offers shelter to children and young adults. “We are fully committed to this cause. Not everyone is lucky enough to receive generous gifts,” Wagner said. In Alphaville, Brazil, employees personally handed over the gifts to the residents of a retirement home and experienced the joy in the eyes of the recipients firsthand. Syntegon collected and handed over more than 800 gifts across all sites during the campaign. That’s over 800 special moments.



At many locations, Syntegon employees put their presents under a wish tree.