



sonett
ÖKOLOGISCH KONSEQUENT

PRESS RELEASE

Change of Generations at Sonett's



F.l.t.r.: Oliver Groß, Rebecca Kramer, Kerstin Schramm, Andreas Roth

Having been part of Sonett's Executive Management for 30 years, Beate Oberdorfer and Gerhard Heid now step down. They will, however, stay on in the Extended Management and also on the Board of the Sonett Foundation. Added to Oliver Groß and Andreas Roth who have been members of the Executive Management since 2018, are Rebecca Kramer and Kerstin Schramm.

Rebecca Kramer has been at Sonett's since 2014 and is in charge of the Marketing Department, the Sales Representatives and Customer Advisory Service. Kerstin Schramm has managed the Dispatch Department since 2017. She is currently enrolled in a parallel university course for pharmaceutical management and technology and is in charge of the new mistletoe-cosmetics line. We are very pleased having successfully managed this change of generations, and that the Sonett Co. with its headquarters in Deggenhausen, on the Lake Constance, manufacturer of organic soaps and detergents, will be managed by four people in a spirit of partnership also in times to come.

Sonett is an enterprise without classic property conditions. Sole shareholder is a foundation. Following the foundation's statutes, Sonett may neither be sold nor is it inheritable. Thus, it is inherent in all of the executive management's members. Profits and the enterprise as such were never considered something which could be treated as if it were a merchandise. This kind of business understanding may be called "responsibility ownership": The right to withdraw private profits is absolutely excluded, as well as private property of plants and of buildings – what does remain is "owning responsibility".

It is responsibility towards man, nature and capital that is Sonett's concern. The motivation, therefore, is economic, social and non-material. And, the same way as we the employees do not work for money, but do need money in order to be able to work, the same applies to the enterprise. Sonett does not exist in order to make profits, but is in need of such in order to be able to carry out its tasks.

The new executive management takes on its tasks in extremely turbulent times. Following an enormous surge in demand due to corona, the new issues are: exploding prices of raw materials, insecure supply chains and war. No one knows the impact of these catastrophes on our main market, the health food shops.

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