

Sustainable commitment: sukigroup plants 1,000 trees with Holz.ConZert following successful in-house exhibition sukiexpo 2024

sukigroup is setting an example for sustainability: as part of its in-house exhibition sukiexpo 2024, the company promised to plant ten trees for every visitor. This ambitious goal was achieved – a total of 1,000 trees were financed by visitor participation.

On 7 May 2025, the time had come: in Kell am See, only about 60 kilometres from sukigroup's headquarters, the trees were planted in the drought-damaged areas of the Hunsrück as part of a large-scale planting campaign. The sukigroup was supported by Alain Paul and his company Holz.ConZert, a partner of the BHB (German DIY Association). Under his expert guidance, a 15-strong team from the sukigroup set out to put the sustainability promise into practice.

‘We enjoyed the campaign and it was a great experience to spend a day in nature away from our everyday work,’ said one participant in the group.

‘We have kept our promise,’ says Serge Thömmes, Chief Commercial Officer of suki. ‘And we would like to thank all our customers for their contribution.’ Sebastian Laus, Chief Executive Officer of sukigroup, added, ‘It was a pleasure to implement this together with Alain Paul and to make a small contribution with this donation.’ With the sukiexpo and the tree planting campaign, sukigroup impressively demonstrates how entrepreneurial action and environmental awareness can go hand in hand.

The company would like to thank all its customers for visiting sukiexpo 2024.

sukigroup is part of the diversified Serafin Group, whose philosophy is based on the 150-year entrepreneurial tradition of the family of shareholders. www.serafin-unternehmensgruppe.de

Landscheid, May 2025

Contact Corporate Communications sukigroup: Heike Burbach-Domke

Tel.: +49 6575 71-124 / Email: heike.burbach-domke@suki.com

www.sukigroup.eu