

PRESS RELEASE

Employer branding

Klüh highlights its attractiveness as an employer in a new campaign

Düsseldorf, 06.06.2024 – The multi-service provider Klüh is positioning itself in the competition for qualified staff and launching its employer branding campaign today. The aim is to further raise Klüh's profile and attractiveness as an innovative employer and to bolster its employer image among both existing and prospective employees.

With the claim "I don't work for just anyone" and the hashtag **#SelbstbewusstSein** (be confident), the family-run company aims to put the spotlight on the valuable work of its dedicated employees. The campaign makes it clear that embracing diversity, individuality and team spirit is a key component of Klüh's success. Furthermore, the new employer branding emphasises the support that Klüh gives its staff. Thus, the campaign images show confidently photographed employees with strong statements - which are authentic for Klüh's working worlds of Cleaning, Catering, Security and Office & Management.

"In a fiercely competitive employment environment, it is crucial to stand out positively in the sector as an employer. Klüh is an attractive employer which stands for both consistency and innovation and offers its employees a whole range of development opportunities. Precisely these strengths are highlighted even more clearly in the new campaign so as to attract talent and specialists", says the Managing Director of the holding company **Christian Frank**, who is also responsible for Human Resources.

Starting immediately, the employer campaign will initially be rolled out on the company's own social media platforms and all relevant online channels as well as offline, for example at various nationwide careers days and job fairs. A QR code on the advertising material directs prospective employees to a central access point on Klüh's job portal.

"With our new campaign, we are putting the valuable work of our employees in the spotlight and sending a clear signal for more self-confidence. We want the public to recognise and appreciate the diversity and relevance of jobs at Klüh", explains **Viktoria Kaiser**, Head of Human Resources at Klüh Service Management GmbH.

Further information on the employer branding campaign can be found at www.jobs.klueh.de/klueh-als-arbeitgeber.

About Klüh:

Klüh Service Management GmbH is a global multi-service provider from Düsseldorf. Founded in 1911, the family-run company has decades of experience in the area of infrastructural services. The divisions Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With over 58,000 employees in seven nations, the company generates sales of more than 1 billion Euros (2023). For further information see www.klueh.de.

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