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uvex group again at the DATEV-Challenge Roth 2019 represented

Limited uvex sunglasses for athletes and personal protective equipment for organizers and helpers; five, partly international staff relays of the Fürth-based company group take part.

3,400 individual starters and 650 relay teams from 84 nations will compete in this year's DATEV-Challenge Roth 2019. For the third time in a row, the uvex group will be represented as a partner: the uvex group, which, in addition to the uvex top starters Andi Böcherer and Bart Aernouts, is sending five employee relays into the race this year, some of which are international. In addition, the manufacturer of innovative occupational safety products is again equipping organisers and helpers with workwear and personal protective equipment.

"The DATEV-Challenge in Roth is the world's largest long-distance triathlon event, even bigger than the Ironman Hawaii, and a great event in the metropolitan region," explains Michael Winter, managing partner of the uvex group. "As a partner of top-class sport, manufacturer of personal protective equipment and regional employer, we offer our 2,700 employees worldwide the opportunity to participate in this top-class event. For many people, a sporting dream comes true with the participation in a relay or as individual starters. New this year: two of the five uvex relays are staffed internationally with employees from Italy and South Africa. A customer of the uvex safety group from Austria has registered as a single starter. The Challenge Women Run and Challenge for All are another example of uvex's 20 employees demonstrating their sporting spirit.

protecting people as a mission

In addition to its presence as a strong employer brand in the region, the uvex group will be presenting itself at the Expo area with its two business areas of sports and

protecting people

occupational safety. On the occasion of the DATEV-Challenge Roth 2019, the family-owned company, which mainly produces in Germany and Europe, developed sporty and functional sunglasses as the perfect companion for the event. By the way, the appearance of the limited edition glasses was determined by athletes and fans on the Instagram and Facebook channel of the DATEV-Challenge Roth.

As in previous years, the uvex safety group will provide organisers and helpers with workwear and personal protective equipment such as safety gloves and hearing protection, so that they are optimally equipped. The uvex athletes Andi Böcherer and the 2017 winner Bart Aernouts will attack the winner's podium. "We are pleased that with our activities for the DATEV-Challenge Roth, we are able to implement our mission of protecting people at various levels," says Michael Winter. "From employees to the uvex top starters and helpers on the track, uvex does its part to get everyone safely to their destination."

uvex group

The uvex group brings together three globally active companies under one roof: the uvex safety group, the uvex sports group (with uvex sports and ALPINA Sports), and the Filtral group. The uvex group is represented in 22 countries by 48 subsidiaries but chooses to do most of its manufacturing in Germany. Two thirds of the company's around 2.700-strong workforce (as at FY 2017/18) is employed in Germany. uvex is a global partner to international elite sport and equips a host of top athletes. The motto protecting people is at the heart of the company's activities. uvex develops, manufactures and distributes products and services for the safety and protection of people at work, in sport and for leisure pursuits.

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press release

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