

## Press release

Rhede, June 2020

### **JEMAKO: reacting to new challenges with good ideas**

Testing new cleaning products together with friends and family at home – that is the principle of a JEMAKO cleaning party. Independent sales partners have been presenting the products from the cleaning specialist in Rhede in this way since 1999. Then the coronavirus pandemic arrived. Suddenly, personal consultation and casual meetings in groups were off the agenda. 'The lockdown was of course necessary and absolutely the right thing to do. However, our entire business and the work of all independent JEMAKO sales partners is based on precisely this kind of direct contact with the customer. From one day to the next, this was no longer possible,' says Gregor Kohlruss, describing the sudden challenge that the COVID-19 pandemic poses for his company.

#### **Direct sales can be done digitally too**

The management and the team at JEMAKO reacted quickly to adapt the medium-sized company to the current restrictions. Strict safety and hygiene measures to protect all employees at the headquarters in Rhede, shift work in production and logistics and flexible organisation of working times and location were the first if not the biggest changes. 'We basically rethought our entire direct sales approach for our sales partners and JEMAKO customers in just a few days. Our cleaning parties now take place via smartphone and sales partners are in contact with customers by phone and digitally and provide exclusively contactless delivery. Furthermore, we have worked hard to create new digital services so that the sales partners can continue doing their work,' explains Kohlruss.

For the time being, these changes are a sensible new approach. If the restrictions were to be lifted to a greater extent, personal consultation would of course return to the fore. The current situation is a big challenge, but it is having positive effects – of this the managing director is convinced. JEMAKO has learnt a lot about how digital services can enrich personal consultation in recent weeks.

#### **Sustainable ideas for new customer needs**

The cleaning specialist is currently proving that JEMAKO is proactively developing solutions to optimally meet the wishes and expectations of consumers with a sustainable packaging idea that will be on the market shortly. The dark canister, manufactured from 100 per cent unsorted plastic waste and itself completely recyclable is an impressive example of a completely closed recycled material loop and at the same time a pioneering step in the packaging design of cleaning products. For years, the manufacturer has been packing its cleaning products in bottles made of recycled and recyclable plastic and is therefore pointing the way towards a future that is clean in more ways than one.

'As a medium-sized company, we adapt flexibly to new situations and keep our eyes open for improvements that benefit the customer. This allows me to look ahead with optimism, despite the current challenging situation,' summarises JEMAKO founder Kohlruss.

### **About JEMAKO**

JEMAKO International GmbH is a leading company in direct sales of cleaning and care products with headquarters in Rhede. JEMAKO is currently represented in seven countries and has approximately 4,000 sales partners. Around 300 employees work in Rhede every day to ensure the premium quality of the product range. The portfolio includes cleaning and care products for the bathroom, windows, kitchen, living areas, floor, car and vehicles, as well as selected personal care products. The highest Made in Germany production standards, a sustainable use of resources and the use of high-quality ingredients contribute to the durability and efficiency of the products.

### **Press contact**

Ina Stenkamp

+49 (0)2872 8081 241

[stenkamp@jemako.com](mailto:stenkamp@jemako.com)

[www.jemako.com](http://www.jemako.com)