

Peter Hanson is the new brand ambassador

Bielefeld - Schüco is delighted to welcome Peter Hanson as the new member of the brand ambassador team. The 34-year-old Swede is considered one of golf's most consistent, top-class performers. He catapulted into the world's elite following two tournament wins in the 2010 season – the Mallorca Open and the Czech Open – and was also a member of Europe's successful Ryder Cup team. In 2011, Hanson set his sights on reaching the top.

With a total of nine top ten finishes, including fourth place in the season-ending Dubai World Championship and seventh place in the US Open, he ended the season 13th in the Race to Dubai, the European Tour's money list. This ensured that Hanson qualifies automatically for all the Majors and World Golf Championship events in 2012.

Dirk U. Hindrichs, President and CEO of Schüco International KG, is very pleased to have found another outstanding brand ambassador. "As the new brand ambassador, Peter Hanson is helping to spread our message worldwide as the leader in innovation for intelligent home and work environments, which make proactive use of energy to protect the blue planet."

With the addition of Hanson, the brand ambassador team now comprises 14 world-class golfers and the Swede is proud to be the newest member. "It spurs you on to compare yourself to colleagues within this team at international tournaments. Even if there is a very strong team spirit among the golfers, all of the brand ambassadors want to win these direct comparisons!"

Hanson is also keen to demonstrate that making a contribution is of the utmost importance to him by teeing off around the world on climate protection. "I look forward to sporting the striking logo at international tournaments and also representing the Schüco model of 'Energy³ - saving energy, generating energy, networking energy'."

Peter Hanson was already fully aware of Schüco and its commitment to golf. And also of the involvement of Schüco on the European PGA Tour as the official environmental partner, a move that has his full support. "Finding new ways to protect the climate and environment at international tournaments is extremely important and pioneering." This view was further underlined during his first visit to Schüco

International KG in Bielefeld, where he was given a tour and received a comprehensive overview of the technical details of the products and technology.

Hanson knows Germany well. Not only did he win his first professional tournament in Hamburg, but he was also a student in Heidelberg. The Swede is always happy to return and is already looking forward to making his debut at the Schüco Open on 28 and 29 July at the Gut Kaden Golf and Land Club in Hamburg, where he may face both Ryder Cup colleagues and opponents. His main focus for this season is to help Europe win the intercontinental event against the USA.

But Hanson also has another ambitious goal. He wants to be the first Swede to win a Major. After finishing seventh at the 2011 US Open, he believes that such success is within his grasp.

Schüco – Green Technology for the Blue Planet.

That means clean energy from solar products and windows. And the contribution that Schüco makes to the environment with pioneering building envelopes. To be more precise, with Energy³: saving energy – generating energy – networking energy. Window and façade systems not only save energy due to optimum thermal insulation, they also generate energy thanks to efficient solar solutions. This creates an excess of energy which can be used by means of intelligent networking. For building functions, as well as for everyday life. The result is a significant step towards energy self-sufficiency – towards the sustainable conservation of natural resources. And towards a secure future. With 5250 employees and 12,000 partner companies, Schüco is active in 78 countries and achieved turnover of 2.38 billion euros in 2010.

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