## **Drainage specialist KESSEL sponsors successful biathlete** A team in a class of its own

KESSEL AG has won over a new brand representative for the 2020/2021 winter season by teaming up with biathlete Dorothea Wierer. She is the first Italian world champion biathlete and also the reigning world cup holder in this sport and was able to shine again with a victory at the start of the season. She has been accompanied on every kilometer through the woods and every trigger pull on her rifle by the drainage specialist from Lenting, whose logo and colours are displayed on her equipment.

**Violet is the colour of joint success**

Violet, the company colour of KESSEL, together with the company logo, now adorn Dorothea Wierer’s rifle. With this collaboration, both parties are focusing on the shade violet as a symbol of strength, self-confidence and passion. The leading manufacturer of drainage technology anticipates an exciting season ahead and looks forward to many shared successes along the way. “We are very proud to have teamed up with a victorious athlete like Dorothea Wierer as an ambassador for us and congratulate her on her first victory. We are united by the aspiration to continuously develop and surpass our own top performance”, says Reinhard Späth, Marketing Manager at KESSEL.

**A powerful partnership**

The top athlete from Rasen-Antholz in South Tyrol, Italy is also positive about the new partnership. “The sponsorship by KESSEL AG is an even greater motivator to really take off this year and to give my best at every competition. As professionals in our respective fields, we are an ideal match”, adds Dorothea Wierer. The thirty-year-old biathlete made her debut at the 2009 World Championships. Since then, she has established herself among the world’s best and has already crowned her performance by securing four World Championship titles. She is not only a superstar in cross-country skiing, but also an especially fast and accurate markswoman..

**This is KESSEL**

Since 1963, KESSEL has stood like no other company for quality, innovation, safety and service in the field of draining technology. As a premium international provider and industry pacesetter, we continuously strive to ensure that our vision is always open to new ideas: KESSEL – Leading in drainage.

**Photo sheet**

# Drainage specialist KESSEL sponsors successful biathlete

Source: Dorothea Wierer



The KESSEL logo will adorn the rifle of biathlete Dorothea Wierer during the 2020/2021 winter season.