July 2025

The commitment is to continue in the 2025/26 Bundesliga season

**“Together, we will be able to put our opponents on a tight chain”: RUD remains a GOLD sponsor of 1. FC Heidenheim 1846**

* **The company will continue to consistently support Bundesliga football in the Ostalb region**
* **2024/25 was a successful year for the partnership with a number of interesting campaigns**
* **In the coming season, various activities are planned around the Bundesliga home games**

**Aalen, July 2025 – RUD is continuing its sponsoring activities in Bundesliga football: the specialist in lifting and lashing equipment will remain a GOLD sponsor of 1. FC Heidenheim 1846 in the 2025/26 season. The company from Aalen’s Unterkochen district is demonstrating a clear and unchanging commitment to the partnership with the Bundesliga team from the Ostalb region, which has existed since 2023.**

The decision to continue to provide financial support for Bundesliga football in the region was made before the relegation play-offs against SV Elversberg and thus did not depend on FCH belonging to a particular division. “Right from the start, we knew that we wanted to continue to promote local professional football and thus to contribute to the growing attractiveness of the Ostalb region,” emphasises Hermann Kolb, Head of the RUD Group's Lifting and Lashing Equipment Division. “Even and especially in difficult times, it is a matter of course for us to stand by an established partnership.” Nevertheless, RUD was delighted when the team successfully secured their place in the league, especially as many RUD employees regularly attended FCH’s matches and are now once more able to look forward with anticipation to exciting clashes with the giants of German football. Furthermore, RUD is again planning various interesting activities around FCH’s Bundesliga home games in the coming season.

**A highly successful season of sponsorship activities 2024/25**

All the campaigns carried out in the context of the partnership in the last season were a complete success. RUD was able to present itself as a strong brand and a “hidden champion” from the region and to score points as an attractive employer, especially for apprentices – a major advantage in times of an ever-present skills shortage. Extensive use was made of the opportunity to also foster business contacts in the informal context of a shared enthusiasm for football. “We regularly invited our business partners to the Sparkassen BusinessClub at Heidenheim’s Voith Arena during FCH’s home games – and that was always well received,” says Hermann Kolb. “We were also able to provide our employees with large ticket allotments, which were also popular. We want to continue to follow this path in the new season.”

**The Bundesliga team is also looking forward to the partnership continuing**

FCH, which is now facing its third season in the top flight of German football, is also pleased to still have its well-known partner from Aalen on board. “Especially away from the large metropolises, top-class sports projects subsist on the joint commitment of the region’s leading companies,” emphasises Thomas Schreitt, Sales Division Manager at 1. FC Heidenheim 1846. “This makes it all the more valuable to us that we will still able to rely on a partner such as RUD Ketten Rieger & Dietz GmbH u. Co. KG in the future. Together, we will hopefully be able to put our opponents on a tight chain again in our third year in the Bundesliga.”

**The company**

RUD Ketten Rieger & Dietz GmbH u. Co. KG, founded in 1875 by Carl Rieger and Friedrich Dietz in the Swabian city of Aalen, achieves an annual turnover of over 250 million euros with more than 1700 employees in more than 120 countries. At locations in Germany, Australia, Brazil, China, India, Romania and the USA, among others, the family business manufactures lifting technology and lashing technology, anti-skid chains, hoist chains and conveyor systems. With the Erlau brand, the Aalen-based company also manufactures tyre protection chains and interior and exterior fixtures and fittings.

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