Markgröningen, 24.05.18

**Tennis meets Technology: norelem is official partner of the MercedesCup 2018**

International top-class sport in Stuttgart, Germany - Supported by an internationally successful company from the region

**Team spirit, dynamics, performance, fairness and enthusiasm: These values are an essential part of the norelem company culture. Fittingly, this year the company is supporting the 2018 MercedesCup as an official partner. This internationally renowned tennis tournament takes place directly in the neighbourhood of norelem - every year it attracts tennis greats to Stuttgart and is one of the sport highlights in Baden-Württemberg.**

The MercedesCup, that takes place from 9 to 17 June 2018 in Stuttgart, counts as one of the most important and traditional tennis tournaments in Germany - in 2018 it celebrates its 102nd anniversary. This tournament that was for a long time played on sand, changed over to grass courts in 2015, making it an integral part of the Road to Wimbledon series of tournaments.

"We sponsor the MercedesCup because of the link to the Stuttgart locality and the companies domiciled here. Creativity and dynamics are not only found in tennis, but are also relevant for success in business life", says Marcus Schneck, Managing Director of norelem. "We are delighted to be able to support a local event with an international field of players. This has parallels to the company norelem: We are attached to our home and at the same time open to the world."

Especially exciting at this years MercedesCup is the range of players - In addition to top stars such as Roger Federer, up and coming talent such as Chung Hyeon will be putting their skills to the test. This also complies with the principles of norelem: The company has been active in promoting talent for many years - among other things with the norelem ACADEMY. In the framework of this youth development program, training and workshops for prospective technicians and engineers are made available.

Characters including spaces: 1,974

Brief profile of norelem Normelemente KG

Every success begins with an idea. This is why norelem supports you in achieving your targets in machine and plant construction with an unrivalled selection of standard parts and components. THE BIG GREEN BOOK offers designers and technicians an extensive and clearly arranged assortment of quality components.

We support your project right from the start - with expert advice, a complete CAD database and fast delivery. norelem has been dynamically evolving for 60 years, consistently amending our portfolio and continuously optimising the logistics.

From our headquarters in Markgröningen, Germany and over our international locations, we are active in youth development with schooling and workshops.

Characters including spaces: 701