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STOCKMAR Themed Brochure III | 2017

Dear Readers,

*In this edition, we look at different paths to renewal. How can we act even more consciously and sustainably by increasing our use of regional production? What form of company management is needed to react appropriately to the social demands of time? How can a person contribute to the well-being of society by creative acts and, moreover, how can the act of creativity itself have a healing effect on the person?*

*The past few months have seen renewal of a very special kind for me, personally. In early September, our daughter Karla came into the world. And despite all the preparations, virtually every contact is an experiment in being together, finding each other in a caring encounter. This makes me all the more grateful that with Stockmar, I am integrated into a company environment which allows me to seek out new working arrangements in a continuous dialogue. For example, I am now holding my daughter in my left arm while using my right hand to write these lines. And I expect that she will enrich many team meetings with her cheerful disposition.*

*Dialogue and transformation are mutually dependent, so it is no surprise that these two topics run through this edition. I would like to warmly invite you to take part in the dialogue and to report your experiences of renewal processes to us. I look forward to hearing from you – as I am sure Karla does!*

*Yours most sincerely,  
Inke Kruse*



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# Wax production and responsible growth



The topic of wax has preoccupied us from the very beginning, and it also makes great demands on us. We, our partners and our customers, aspire to healthy, environmentally friendly and sustainable management. With regard to

our most important raw material, beeswax, we must keep asking ourselves how we can satisfy the demand for our products while not only taking into account but also promoting the species-appropriate handling of bees. This increasingly brings up the question of use of regional resources.

We are now working intensively with more and more beekeepers from Schleswig-Holstein. Our chief goal is to support species-appropriate beekeeping, but also to get on-site experience of the fluctuations and challenges which this raw material faces and to find out how to (better) manage these. For example, the bees don't just fly to ecologically cultivated areas, which mean that continuous quality checks are needed for possible residues in the wax. In addition, bee colonies are extremely sensitive organisms which react directly to external stress factors such as climate changes, disease or other stresses.

In this year's summer edition, we reported that we had brought our most important colleagues – three bee colonies – onto the premises. Above all, this proximity gives us a

## INSiGHTS

better awareness of these very special creatures. The successive integration of regional production is not just a way of achieving our standard: "Think global, act local"; it also serves to consistently expand our neighbourhood. Thus, in a constant dialogue with bees, beekeepers, business, science and agriculture, we can promote our understanding of species-appropriate beekeeping and therefore of business management in harmony with nature and people.



# Companies for the future

Business only has a future if it remains alert and keeps on answering the questions posed by the company and/or its social context. That is how entrepreneur Alfred Rexroth formulated it in his legacy. This endeavour is Stockmar's mission – as it is for all the companies in the Neuguss Group – and an essential component of our corporate culture. This was true a long time before demands for a “work-life balance” made their appearance in the personnel departments of companies and factories.

For us, the question of reconciling family and job not only means enabling colleagues to arrange their working hours around family commitments with more or less flexible models; we ask, as well, how ideals such as those formulated by Rexroth



## PROSPeCTS

can be socially effective. To answer this, we need people such as Inke Kruse and her daughter, who are bringing their questions to us right now. The answers we come up with can never be universally applicable models. Often, they will prove to be unsuitable and require a new approach. This is the domain of experimental cooperation, of shared dialogue to help shape a business which no longer has to talk about work-life balance, and instead increasingly develops an “aesthetic company management”.

This recognition of the social and economic demands of the present, but also, and above all, of the future, has shaped us into a group of companies which constantly strives to “create and develop new business forms, on the basis of contemporary needs, which provide a service benefiting the entire social sphere in mutual dependency and enrichment”\*. We are grateful for your participation as a partner in this process.

\*Alfred Rexroth



# The healing power of art



Art serves as a field of reference both for art education and art therapy. The special qualities and structures of this medium allow it to develop not only an educational and formative character but also a therapeutic one. Our focus will be not so much the demarcation between pedagogy and therapy but rather the healing power of art itself.

At this point, one might ask: “What does artistic creation do?” Creative activities fundamentally enable people to try out and (continue to) develop individual forms of expression. In creativity, a person creates a connection between the outer and the inner world – at the seam between the world and their consciousness. On the one hand, this is a special moment during which the artist can become aware of both self and feelings by visualising them. But equally valuable for therapeutic work are the meeting places which emerge through the interaction between artist, work of art and therapist.

The openness of artistic phenomena as well as their symbolic power seems also to reconcile irreconcilable and painful experiences in the aesthetic medium. The pictorial result creates a distance which opens up the experience for processing. It creates communication channels even when talking is powerless to help.

For these reasons, art therapy is applied in various areas, such as therapeutic education, social work (for example, with migrants and prisoners), in elderly care and also in clinical areas such as oncology. Art therapy and artistic creativity is gaining an increasingly significant status in health management and prevention, promoting, in particular, a greater understanding of integration and inclusion.

## ART & MOre



**STOCKMAR**

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