

## **'A tree. A smile.' – Successful third Christmas tree donation campaign at bachmaier in Bischofswiesen**

***Bischofswiesen, 17 December 2025 – Smiling faces, a festive atmosphere and a strong sign of togetherness: last Saturday, bachmaier GmbH once again transformed Pfaffenfeld in Bischofswiesen into a Christmas market with heart. Under the motto 'One tree. One smile.', the Christmas tree donation campaign took place for the third time – with great support from the region and an impressive result: €16,667 for a good cause.***

### **Working together for a good cause**

The campaign focused on sustainably harvested Christmas trees from the Lüneburg Heath and a lovingly designed Christmas market. The event was supported by numerous regional partners: Kastner butchers provided Bavarian Bosnas for refreshments, Neumeier bakery supplied fresh rolls, Hofbräuhaus Berchtesgaden donated Berchtesgadener beer, and Berg- und Enzianbrennerei Grassl provided mulled wine and children's punch for young and old alike.

'This campaign shows how much solidarity can be created when everyone pulls together,' emphasises bachmaier CEO Fabian Kubicke. 'We are very grateful for the commitment of our team, our regional partners and, of course, the many visitors who made this great result possible.'

### **Sparkling eyes among the little ones**

There was also plenty on offer for the youngest guests: in a craft room, children could design their own little Christmas trees together with their parents or bachmaier employees. The grounds were colourfully decorated with street chalk, and the alpacas from 'Loipl Alpaka' (Herbert Stehböck) provided special moments during walks and petting sessions – not only for the children.

### **Volunteering with heart**

The voluntary commitment of the entire bachmaier team deserves special mention. Employees from all areas – from management to the office to production – joined forces to help.

'It is important to us to take responsibility not only with our products, but also with our commitment,' says Kubicke. 'With this campaign, we wanted to give something back to the region. We are overwhelmed that we were able to significantly exceed last year's donation total. This great willingness to donate shows how much heart there is in our region – we are incredibly grateful for that.'

## 16,667 euros for regional aid

Thanks to the generosity of visitors and the support of regional partners, a total of €16,667 was raised. The entire amount will be donated to two regional aid organisations: Kinderkrebshilfe Berchtesgadener Land und Traunstein e.V. and Berchtesgaden Hilft e.V. Both associations do important work and support families in challenging life situations.

## Hearing innovations from the Alps

bachmaier GmbH, based in Bischofswiesen, is a developer, manufacturer and service provider for hearing-related products. With a total of 90 employees, the company has been developing and producing custom-made products for the hearing aid industry, the hearing protection industry and the music industry for over 30 years. bachmaier® now has production facilities in Germany and Hungary and supplies professional equipment to audiologists, hearing protection manufacturers and otoplasty laboratories throughout Europe.

## Press contact bachmaier GmbH

Anne Hotzler (Marketing/PR)  
+49 (0) 170 830 5999  
[a.hotzler@bachmaier.de](mailto:a.hotzler@bachmaier.de)

## Photo

The bachmaier GmbH team: Employees from all departments volunteered for the Christmas tree donation campaign 'One tree. One smile.' in Bischofswiesen, sending a strong message of community spirit for the region.



Photo credit: bachmaier®

bachmaier GmbH | Am Pfaffenkogel 4 | 83483 Bischofswiesen | Germany  
[office@bachmaier.de](mailto:office@bachmaier.de) | +49 8652 655320 | [bachmaier.de](https://bachmaier.de)



[/bachmaier.de](https://bachmaier.de)

[Bis über beide Ohren.](#)