



Colors That Tell Stories

With a bold vision and a touch of childlike inspiration, Hermann Fischer laid the foundation in the 1980s for a family business that today stands internationally for green innovation. For over 40 years, the company Auro has been producing ecological wall paints in Braunschweig.

BY BRITTA ZIEGFELD

It's a day in 1983. Three-year-old Astrid is playing with her dolls Wiebe and Auro. Papa Hermann is sitting very close to her. He is drawing the outlines of a potential future company building on paper and pondering a name for the company he wants to found. A company that will produce wall paints from renewable raw materials. From plants. Away from petroleum, which is finite anyway. Away from bright colors. Towards more nature, more sustainability, and towards colors and oils that do not contain toxins, as was the case in the 80s. And since something like that was not available in Germany at that time

there could only be one solution for the chemist: Do it yourself.

The 72-year-old remembers. What it was like when he went to the then boss of the Wolters brewery because he wanted the vacant company building on Alte Frankfurter Straße as a production facility. "The man was in

Braunschweig at that time a phenomenon, a true Grand Seigneur." He himself was then a "tattered chemistry student." Nevertheless, he got the building.

Initially for rent, because there was no money. However, it wouldn't be long before he could buy the building. Because his colors were practically snatched out of his hands.

Visionary, founder, pioneer. Hermann Fischer founded the company Auro over 40 years ago. He is no longer involved in the operative business, but is still active in an advisory capacity.



It was apparently exactly the right product at the right time. A time in which there was a real construction boom. But also a time in which paints and building materials were used that were harmful to health. Formaldehyde, lindane, asbestos, DDT. The Okai house scandal. "People wanted to have their own home, but they didn't want to live in houses that made them sick," Fischer recalls.

Sustainability for the children's room

The fact that Auro only uses ingredients from renewable raw materials is described by Fischer as an act of emancipation. "This makes you independent, completely different from when you manufacture products based on petroleum."

In the meantime, someone else, Edwin Hribek, has taken over the management at Auro. However, Hermann Fischer is still active in an advisory capacity for the company. Specifically, the experienced businessman is consulted on urgent questions, such as exploding raw material prices. His family holds the majority of the company's shares. Specifically, that means: the Fischer couple, their four children and the 10 grandchildren. Auro is and should remain a family business. "I constantly receive inquiries from investors who want to buy the company, but we don't want that. That doesn't fit our company philosophy," Fischer says firmly.



Important factor when choosing colors in the children's room: healthy living environment.

Auro's products have long since been sold not only in Germany, but in numerous countries around the world. The first countries were Austria and Switzerland. One of the most important countries is Japan, says Fischer. At first he was surprised by this, but he explains it with the great aesthetic awareness of the Japanese. "Just the way they pack a gift. That's art," raves Fischer, who has been to Japan frequently in the meantime. Although he is no longer in the operative business - the 72-year-old is not bored. In addition to his large family, he is busy with his long-standing commitment to the Naturschutzbund (Nabu), to which his wife and he have given a generous package of shares. In addition, Fischer travels around the world and holds lectures on developments in the ecological field or is called in as a consultant for other medium-sized companies that need tutoring in the area of sustainability.



Neon colors are nowhere to be found. Auro's colors come directly from nature.

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Credibility is the most important currency "I hardly know any area in which sustainability is lived and practiced as much as here,"

he enthuses. This does not have to mean that you tear down a company from today to tomorrow and throw all principles overboard, says Fischer, but: The unconditional desire to lead the companies into a more sustainable future is noticeable.

In general, credibility is the most important currency in the area of the future viability of companies,

Purple wall glaze is being mixed here in the production facility. When the vats are cleaned, the water can be released into the sewer. All ingredients in the paints are natural, compostable raw materials.



Fischer is convinced. He founded the company at a time when such products did not yet exist in Germany. Times have changed; meanwhile, words like sustainability and ecology are on everyone's lips.

Auro, says Fischer, did not follow a trend. Rather, companies like Auro ensured

that the trend even emerged. The company has now, a little over 40 years after its founding, been awarded the German Sustainability Prize.

And the thing with the company name? That's basically already been told. "As I sat there and heard my daughter say the doll's name,

I thought: That's the perfect name." Euphonious and short, also easy to pronounce in every language. After over 40 years, Fischer is still happy with this name, "which no 'marketing geek' had a hand in. An innocent name that a child invented."

Little Astrid is no longer little. She now lives in Copenhagen with her husband and daughters. None of the Fischer children have followed in their father's footsteps. The Fischer couple didn't want that either. They preferred that their children go their own ways and that family celebrations weren't just about Auro.

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Nadine Schrader Color
Expert at Auro Natural
Paints.

Colors & Healthy Living in the Nursery

BY JANINA BUSSE

Ms. Schrader, what 1 shades are best suited for children's rooms? In the children's room, an atmosphere should be created that conveys security and simultaneously promotes creativity. Light pastel shades have an inviting and calming effect, while strong colors are best used only as accents. Warm nuances such as soft yellow, delicate pink or creamy pastels create a friendly atmosphere. Pastel green has a balancing effect and light blue supports the

Relaxation. It is important that the design remains flexible - a harmonious basic tone can be easily adapted to the age and interests of the child. And of course, the child should have a say in the choice of colors - this creates a room in which every child feels really comfortable.

What should you pay attention to when choosing wall paints for the children's room? Especially in the children's room, healthy living plays a crucial role. The walls should be painted with colors

that are free of harmful substances, low in emissions and breathable. Particularly recommended are paints based on natural ingredients or mineral lime paints, which promote a healthy indoor climate due to their open-pored structure. Parents should pay attention to the recipe and origin of the raw materials - ideal are paints with natural ingredients, free of synthetic solvents and plasticizers. This creates a room in which children can play, sleep and grow up carefree.