

Bosch Steps up to Deliver Crucial Support for Trade Community with New 'Bosch has Your Backs' Initiative

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MOUNT PROSPECT, Ill. (April 9, 2020) – Answering adversity with unwavering support, Bosch is boldly stepping up today to launch “Bosch has Your Back”, a proactive campaign to distribute essential tools to job sites that need them most.

The initiative debuted Thursday via the Bosch Power Tools North America Instagram account, where users immediately responded in the comments section to affirm the general need for jobsite resources amidst the global COVID-19 pandemic. The feedback reflects a community in need – and it’s one company leaders are committed to supporting.


“It can be easy for brands to go black or run the playbook as usual during times like this,” said Sonesh Shah, head of marketing and digital for Bosch Power Tools North America. “We are proud of our heritage at Bosch, where the fabric of our culture is caring deeply about the communities we serve. We remain committed to the trades and vow to continue giving back during and after this crisis.”

While some areas of the country have shut down construction and building projects, many have deemed the work an essential service. The Associated General Contractors of America (AGC) released a [survey](#) of its members last week that aims to shed light on the status of active projects and those expected to start in the next 30 days. Only 28 percent of respondents confirmed a halt or delay at their job sites. Just 11 percent shared an existing pause on projects set to start in the coming weeks, and about one quarter said they expect delayed or canceled building supply and equipment shipments to disrupt construction schedules.

“Many job sites continue to be active in this crisis, as building work is essential to our communities,” Shah said. “We want to celebrate and bring attention to those continuing to work and do our part to support them. But what we are doing isn’t enough – we hope others will join us to support the trades.”

Bosch has Your Back is part of the company’s “Demand Different” campaign dedicated to leveraging the power of communication channels for good. This year’s Demand Different focus is on Blue Collar Appreciation and actively giving back to men and women in the trades, as well as the industry, overall.

The giveaway component of “Bosch has Your Back” includes a chance to win one of 10 jobsite kits comprised of Bosch tools and accessories. Industry pros can nominate a winner by posting a comment on [Bosch’s April 9 Instagram post](#) announcing the sweepstakes. The comment must include both a tag to the nominee and the #BoschHasYourBackGiveaway hashtag. Nominees must be: professionals who work in the trades; working through the crisis; in need of support during this time; or someone who otherwise meets eligibility criteria detailed in the [Official Rules](#). The contest concludes at 11:59 p.m. on Monday, April 13. It is open to U.S. residents only. Contestants must be 18 years old or older to enter. Visit [the sweepstakes page](#) for full rules and additional information.

Additional assets available online: 

<http://pressroom.boschtools.com/BoschHasYourBacks-DemandDifferent>