



# WHERE SERVICE BEGINS

50 YEARS  
**WAS**  
GERMANY

A JOURNEY THROUGH  
50 YEARS OF SERVICE



# 50 YEARS OF WAS GERMANY 50 YEARS OF SERVICE

## FROM HAMBURG INTO THE WORLD



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” Dear Business Partner,

Fifty years – not only has a lot of water flowed down our Elbe river during this time, it has also been a special chapter in the life of WAS Germany. Five decades – that’s how long we’ve been working at making outstanding service possible. Five decades – that’s how long you’ve been creating exceptional experiences for your guests – in Hamburg, Germany and the world.

That’s reason enough to stop and take a look back at 1969, the year it all started, and all the other years that have been so special for you and us both. Memorable moments and legendary times. We take a look at the broader picture to find synchronicity between world history and our own story – how WAS Germany and the world have progressed side by side. Follow the timeline and relive the big events that have changed the world, you and us.

There’s no denying that there have been many changes in the last fifty years: “You will not believe how we worked back then,” recalls Günther Müller. WAS Germany has expanded its storage space, developed its product range, gained new faces and changed its look – but just like that first year, when Werner A. Schulz gave the idea of service excellence a new address, today we continue to identify WAS Germany with our slogan: “Where service begins”.

We look forward to continuing into the future together – let’s work on making it another 50 years.

*Tim Schulz*

Tim Schulz  
Company Owner



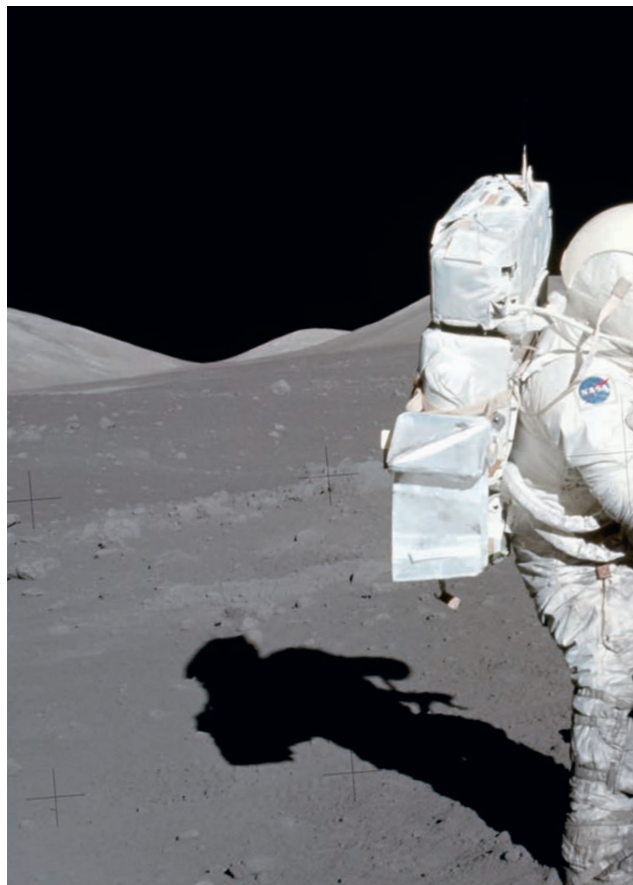
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# 1969

## ” HOUSTON WE HAVE LIFT-OFF

### LAUNCHING INTO NEW SERVICE WORLDS

THE FIRST HUMAN LANDS ON THE MOON



WERNER A. SCHULZ IS FOUNDED

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In 1969, history's footprint was a size 9. Neil Armstrong and his moon boots were the protagonists in the greatest thriller in human history since the discovery of fire. It was a historic year in which two big events occurred - one took place live in front of millions, the other happened quietly in the lee of the Port of Hamburg.

At 4:56:20 p.m. ET on 21 July, when the man from Ohio stepped onto lunar soil, a murmur sounded through the world - from Houston to Hong Kong, from the Virgin Islands to the first public viewing on Jungfernstieg Street.

Werner A. Schulz was far too busy with his own business on that day to pay much attention. He probably did not even realise that he himself was about to make history - with no live video link and no astronaut party, just with a single pot. But it wasn't just any pot, of course - it was a Høyang pot. Fired for ten hours in a Norwegian kiln, it is a prime example of durability and conductivity.

Werner A. Schulz started his career in the port with a ship supplier until he set up his own business in the import and export business - soon to be joined by Günther Müller, the company's invaluable authorised officer. Together they packed hundreds of pots in numerous storage basements: "Some rooms were so low, you couldn't even stand up in them," recalls Günther Müller. You could hear the pots rattle and clang well into the night - and every evening, the local residents would ask the same question: "When are you going to finish working?"

In the course of all this work, something emerged for which people in Germany had had no word up to that point. If a delivery arrived incomplete, late or with the wrong pots, Werner A. Schulz informed his customers of this. What that was, is service - something which most people simply expect today, it was a small revolution back then.



First appearance of the brand - the WAS logo.



The first pot in the WERNER A. SCHULZ story: the Høyang pot. Fired for ten hours.

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21/07/1969  
Neil Armstrong lands on the moon

30/11/1969  
The company Werner A. Schulz is founded in Hamburg's warehouse district "Speicherstadt".

10/04/1970  
The Beatles break up

07/12/1971  
Kniefall (geneflection of penance) by Willy Brandt in Warsaw

18/06/1972  
Germany wins the European Football Championship

15/09/1973  
Günther Müller joins the company

06/05/1974  
Helmut Schmidt becomes Federal Chancellor

07/07/1974  
Germany wins the football World Cup

1970

1971

1972

1973

1974



” STEVE JOBS

# A LOT OF TIMES, PEOPLE DON'T KNOW WHAT THEY WANT UNTIL YOU SHOW IT TO THEM.

A brand to sink your teeth into: it was the Danish apple variety Gravenstein that inspired Steve Jobs to create the fruity company name that is so ubiquitous today. While pruning apple trees on a plantation near Los Altos in California, the 21-year-old entrepreneur found the name for his first product: the Apple I.

A modern computer, revolutionary in its simplicity and its utterly functional design. The Apple I was essentially a circuit board with accessories consisting of a power supply, a monitor and a mouse, partly screwed together in his parents' garage. Jobs and his partner Steve Wozniak put the computer on the market for US \$666.66. They sold only about 200 computers, but that gave them enough capital to move out of the garage and launch the Apple II a year later.

In 1976, **WERNER A. SCHULZ** launched its first catalogue - bagged for customers throughout Germany in their new premises on Pickhuben Street in the warehouse district without causing much of a sensation. Printed in black and white, that first catalogue contained a few hundred products for hotels and restaurants. Today, the catalogue contains a total of more than 7,000 products and is printed in colour - simply part of the service.

These days, Werner A. Schulz customers receive the latest catalogue by post as well as online at regular intervals - to browse or scroll through to their heart's content. All the products, all the new releases. Plenty to sink your teeth into.



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A business address steeped in tradition: Pickhuben Street in the "Speicherstadt" warehouse district

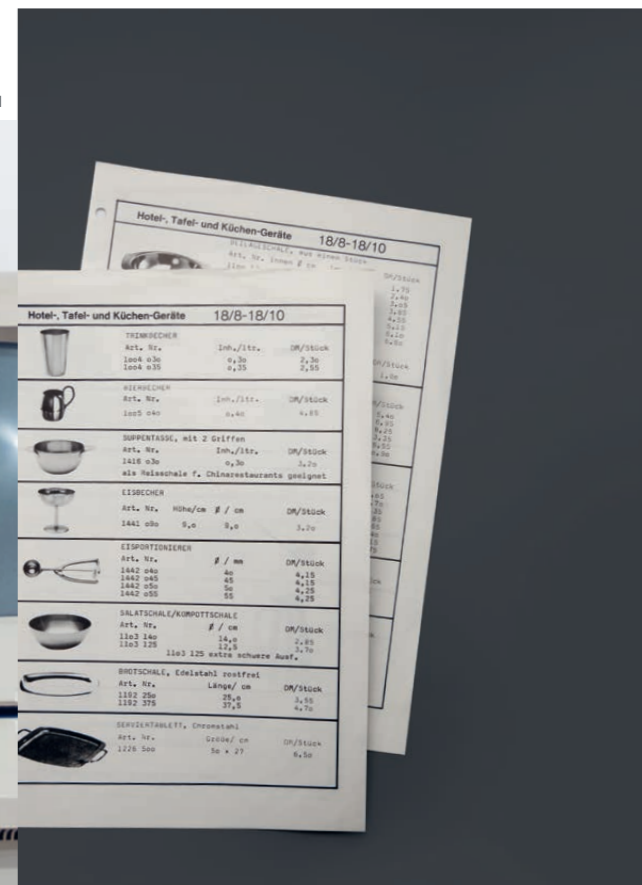
# 1976

## GOOD SERVICE KNOWS WHAT PEOPLE WANT

STEVE JOBS AND STEVE WOZNIAK SELL THE APPLE I



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WERNER A. SCHULZ PUBLISHES ITS FIRST CATALOGUE

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05/01/1976  
Storm tide in Hamburg

01/04/1976  
Steve Jobs and Steve Wozniak sell their first Apple computer

10/07/1976  
The first **WERNER A. SCHULZ** catalogue is printed

02/11/1976  
Jimmy Carter is elected president of the USA

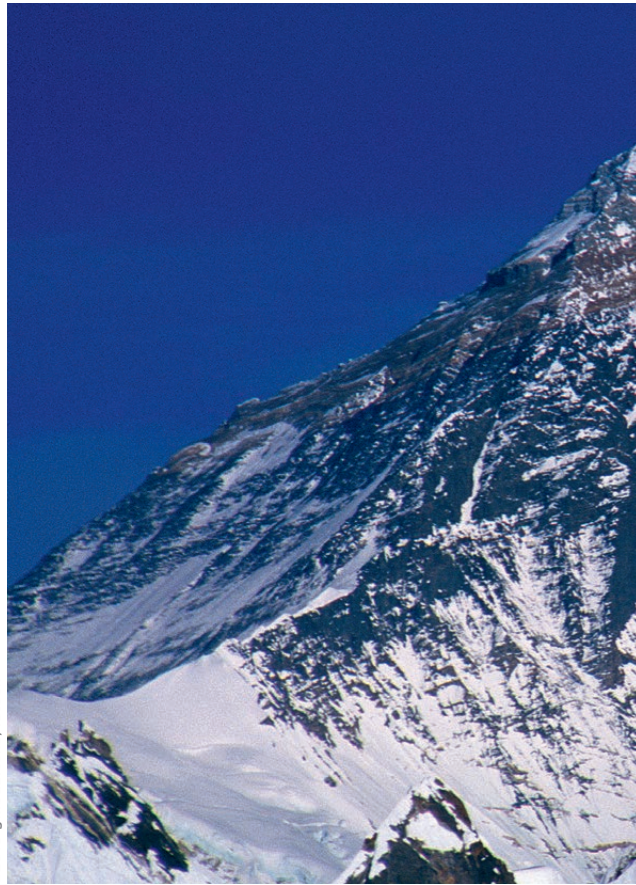
02/10/1978  
Hamburg says goodbye to the tram

15/09/1978  
Muhammad Ali wins the world heavyweight boxing title for the third time

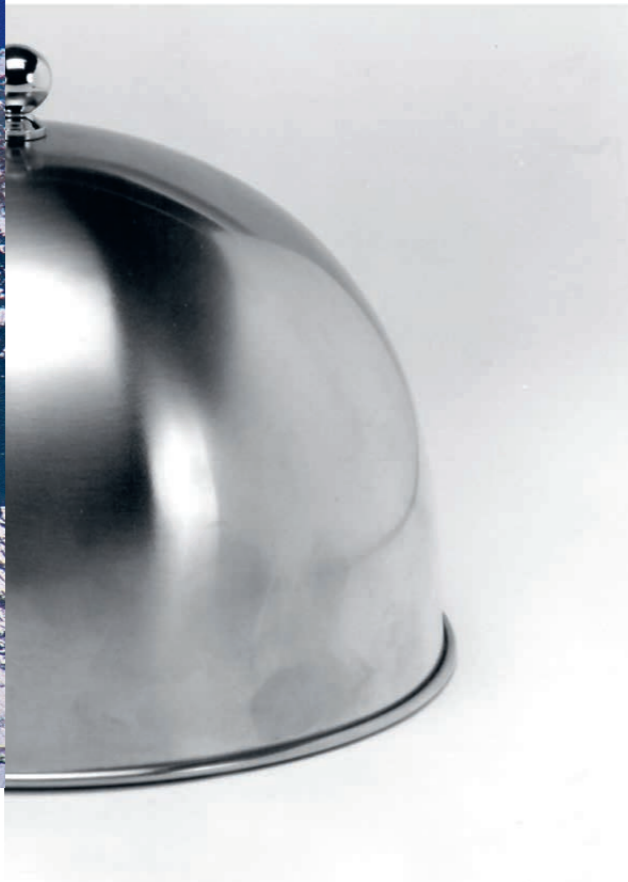
12/02/1979  
First World Climate Conference in Geneva

05/06/1979  
HSV wins the German football championship

# 1980



WERNER A. SCHULZ RELOCATES AND EXPANDS ITS WAREHOUSE SPACE TO 1,150 M<sup>2</sup>



FIRST SOLO ASCENT OF MOUNT EVEREST: 8,848 M

” REINHOLD MESSNER

## THE MOUNTAINS WE MUST MOVE ARE THOSE IN OUR MIND.

DON'T LOSE SIGHT OF THE BIG PICTURE WHEN YOU REACH THE TOP.

Everest remains the eternal record breaker. As soon as it has been conquered, it outgrows its record again. The restless tectonic plates between Asia and India play a trick on the summit climber: they keep pushing the roof of the world to new heights – by several millimetres every year, sometimes even centimetres. For Reinhold Messner, the centimetres never mattered – nor the lack of oxygen at high altitude. The Tyrolean conquered the mountain completely on his own and without any oxygen breathing apparatus, defying all those who thought they knew better.

WERNER A. SCHULZ also moved a mountain in 1980 – not 8,848 metres high, but 1,150 square metres in area. The company may not have had to conquer high-altitude euphoria or frostbite, but it was nevertheless a significant conquest. The new warehouse on Luisenweg in Hamburg-Hamm opened up new space for an expanded range – and with it, the scope to reach new heights. With both feet firmly on the ground, yet always inspired by the prospect of delivering quality products to customers around the world for immaculate service – from the gateway to the world to the roof of the world and beyond.



The WERNER A. SCHULZ warehouse on Luisenweg

06/04/1980

CET (Central European Summer Time) is introduced in Germany

17/05/1980

WERNER A. SCHULZ moves to Luisenweg

20/08/1980

Reinhold Messner climbs Mount Everest solo without any oxygen breathing apparatus

05/11/1980

Helmut Schmidt becomes Federal Chancellor

12/04/1981

First space flight of the space shuttle "Columbia"

16/05/1982

The longest tennis final at Rothenbaum in Hamburg: 5 hours 11 minutes

01/06/1982

HSV wins the German football championship

01/10/1982

Helmut Kohl becomes Federal Chancellor

20/11/1982

The Hamburg-Berlin transit motorway is opened

1981

1982



” ERNST HAPPEL

# NOW IT'S YOUR TURN, COWBOY!



THE COMPANY'S NEXT GENERATION IS BORN



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HSV DEFENDS THE CHAMPIONSHIP TROPHY AND WINS THE EUROPEAN CUP

# 1983

## EVERY FINAL IS A NEW CHALLENGE

Every heroic tale tends to mix fact and fiction – especially if it comes from Athens. All that was certain on 25 May 1983 was that the Bundesliga champion SV Hamburg would be a rank outsider in the European Cup final against Juventus. It remains unclear whether coach Ernst Happel's idea of visiting a golf course in Athens on the morning of the match gave the team the decisive focus. Or maybe it was the prophetic pre-match speech that made heroes of the Hamburg team that day?

Over lunch, Captain Hrubesch and Coach Happel spoke of another cup final a few years earlier – against Nottingham Forest. Hrubesch reminisced about the moment he saw the winning team pass by at the airport with the trophy after the game. He wanted nothing more than to hold the cup in his hands. Happel listened silently, then turned to the captain and said: "Now it's your turn, Cowboy!" And it was indeed Hrubesch's turn – and with him, that of all of Hamburg and every HSV fan.

By the time Tim Schulz saw the world for the first time on 5 August, Hamburg SV had already seen their best days of the 20th century. Everyone born after this legendary summer of triumph share the same fate – everything was better in the good old days. Or so they think.

But history is just history – and the ultimate challenge is to repeat it in the future or to do it better. Tim Schulz, owner of *WERNER A. SCHULZ*, faces this challenge anew every day. Keeping your eye on the big picture in the face of constant changes in the markets and market situations and always delivering a tailor-made service requires full concentration. Tim Schulz has been doing this for eight years with a team that you could send out onto any playing field. They focus, they knuckle down, and they always deliver. Now it's HSV's turn.



Greek turf: Hamburg SV - Juventus: 1:0

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07/01/1983  
Discovery of the first black hole

25/04/1983  
The STERN prints fake Hitler diaries

26/05/1983  
HSV beats Juventus to win the European Cup

05/08/1983  
Tim Schulz is born

07/07/1985  
Boris Becker wins Wimbledon

26/04/1986  
Reactor accident in Chernobyl

02/07/1988  
Steffi Graf wins Wimbledon

# 1989

HISTORY REMAINS AN UNPREDICTABLE BUSINESS – OUR LOGISTICS, ON THE OTHER HAND, LEAVE NOTHING TO CHANCE.



The six-storey new warehouse covering a total of 5,000 m<sup>2</sup>

It was all just a historical mistake. On 9 November SED member Günther Schabowski took the world by surprise when he opened a new chapter in German-German relations at a Politburo press conference. In answer to a journalist's question about when the relaxed travel regulations for GDR citizens would become effective, he stammered a bureaucratic response – and thereby set in motion a very unbureaucratic fall of the Berlin Wall. The rest is history: more than 2.7 million East German visa applications within 48 hours, 50 kilometres of queues at the border crossings, the biggest reunion party that Berlin has ever celebrated and against all expectations, reunification barely a year later.

The warehouse facilities of *WERNER A. SCHULZ* on Luisenweg no longer offered much capacity for surprise. It was time to create more room for manoeuvre in order to continue delivering stock all over the world, flexibly and with quick response times, into the future. Just in time for German unity, *WERNER A. SCHULZ* created 5,000 m<sup>2</sup> of excellent storage space in an extension spanning six floors. A freight lift connected everything with everyone – pots on the second floor, cutlery on the third floor and everything that is not categorised ends up on the sixth floor.

In 1990, this included a complete set of tableware for the National People's Army of the GDR, which soon provided the perfect tools for meals on manoeuvre for the German Bundeswehr – unified crockery for a unified army. *WERNER A. SCHULZ* was ready for action on all six floors. *WERNER A. SCHULZ* delivers – come what may.

” GÜNTER SCHABOWSKI

**AS FAR AS I KNOW – EFFECTIVE IMMEDIATELY, WITHOUT DELAY.**

## THE FALL OF THE BERLIN WALL



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*WERNER A. SCHULZ* INCREASES WAREHOUSE SPACE TO 5,000 M<sup>2</sup>

09/11/1989  
Fall of the Berlin Wall

09/10/1989  
Start of construction: warehouse space is extended to 5,000 m<sup>2</sup>

30/04/1991  
The last Trabant rolls off the line

03/11/1992  
Bill Clinton is elected president of the USA

10/05/1994  
Nelson Mandela is elected president of South Africa

27/09/1998  
German elections: Gerhard Schröder wins

17/02/2000  
Windows 2000 comes on the market

1991

1992

1994

1998

2000



” THEO WAIGEL

# IT'S THE RIGHT STEP AT THE RIGHT TIME.

A MOVE TO NEW PAYMENT AREAS



MOVE TO ROSENGARTEN



INTRODUCTORY PHASE OF THE EURO:  
BOOK MONEY 01/01/99 - CASH 01/01/02

# 2000



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New anchor of stability:  
the company headquarters  
in Rosengarten

Birds of a feather: the Federal eagle turns into the Euro eagle. Pesetas and Drachmas, Francs and Lira, Marks and Guilders - the currencies of the past all make way for the euro. Those who trade together don't wage war against each other. That was the simple logic with which the founding fathers of Europe, such as Jean Monnet and Konrad Adenauer, founded the European Economic Community in 1957. 44 years later, the Europeans not only traded with each other but also paid with the same coin.

For Chancellor Helmut Schmidt, who had experienced "the abomination of war" as a soldier himself, the introduction of a single European currency was a matter close to his heart. Together with French President and friend Giscard d'Estaing, the "Oracle of Langenhorn" paved the way for the euro in 1979 with the introduction of the European Monetary System (EMS). In 1999, book money was introduced and by 2000, the changeover was in full swing. In December 2001 you could view the new money for the first time in starter kits. On 1 January 2002, the citizens of Hamburg exchanged their cash at the official rate of 1 Euro to 1.95583 DM.

And in that year, *WERNER A. SCHULZ* experienced a double conversion: the new payment system was followed by relocation to a new warehouse. In Nenndorf am Hatzberg, *WERNER A. SCHULZ* had built its very own warehouse. With 10,000 m<sup>2</sup> of storage space, the logistics and packaging stars from then on had a generous stage from which to perform their services - across all European borders.

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**21/12/2000**  
*WERNER A. SCHULZ*  
moves to  
Rosengarten

**10/02/2001**  
The United Nations  
receives the Nobel  
Peace Prize

**31/12/2001**  
Last day of the  
Deutschmark

**12/08/2002**  
Historic flooding  
of the Elbe

**04/02/2004**  
Mark Zuckerberg  
launches Facebook

**02/11/2004**  
George W. Bush is  
elected president  
of the USA

**22/11/2005**  
Angela Merkel is  
elected Federal  
Chancellor

**09/06/2006**  
A summer fairy tale:  
the football World Cup  
kicks off in Germany

**04/11/2008**  
Barack Obama wins  
the US presidential  
election

**01/11/2010**  
The electronic  
identity card is  
introduced in  
Germany



# 2011

SOME THINGS NEVER CHANGE

TIM SCHULZ TAKES OVER MANAGEMENT OF WERNER A. SCHULZ



PRINCE WILLIAM MARRIES KATE MIDDLETON

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## ” PRINCE WILLIAM THAT WHICH CATCHES OUR ATTENTION DETER- MINES OUR ACTIONS.

What happens when there is a wedding in the largest company in the country? The whole world watches. The British royal family is not a company in the conventional sense, but for Prince Philip, his queen is always the head of a family business which they call “the firm”. The Windsor brand has represented the family very successfully on the world market since 1917.

The marriage of the designated company successor and grandson, Prince William, was no strategically arranged union, but the result of pure royal love. The spring day of 29 April presented the perfect opportunity to present the Chairman – who will sooner or later move into his office at Buckingham Palace – to the country and the world. More than two billion viewers accepted the invitation to watch the broadcast of William Arthur Philip Louis putting a ring on his Kate’s finger, and Catherine Middleton becoming Her Royal Highness the Duchess of Cambridge.

On Werner A. Schulz’s 70th birthday there may not have been an exchange of rings or a carriage ride, but a baton was indeed passed on. From founder to son, from senior to junior, from old boss to new owner. Werner A. Schulz stayed in the family when Tim Schulz took over in 2011 – and it was in the best hands. The heir had grown up in the company from the word go, just as his own son plays with shipping boxes and forklifts today.

Each generation faces its own challenges of the present, of providing service in the here and now. The best way of keeping traditions alive is therefore easy for us – we simply continue with a traditional family business using the means and possibilities at our disposal today.

Owner Tim Schulz with father and founder Werner A. Schulz



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**01/01/2011**  
A new generation:  
Tim Schulz takes over  
management of  
**WERNER A. SCHULZ**

**11/03/2011**  
Fukushima  
earthquake

**29/04/2011**  
Prince William  
marries Kate  
Middleton

**30/06/2011**  
The German Bundestag  
decides to phase out  
nuclear power by 2022

**16/12/2011**  
Tim Schulz’s son  
is born

2012

**06/08/2012**  
Landing of the  
Mars space-probe  
Curiosity

**25/08/2012**  
Summer Olympics  
in London

2013

**22/07/2013**  
William and Kate’s  
first child is born:  
Prince George

**28/11/2013**  
The world meets  
Edward Snowden



# 2014

HIGH PILE STORAGE REQUIRES HIGH DRIVE AND HIGH CEILINGS

GERMANY WINS THE FOOTBALL WORLD CUP



WERNER A. SCHULZ MOVES INTO NEW COMPANY HEADQUARTERS IN ROSENGARTEN

©2019 Bogdanhoda/iStock

” TONI KROOS  
**NOBODY HAS EVER WON A WORLD CUP IN THE SEMI-FINALS.**

Every understatement has its moment. The German team out-classed their host Brazil with frightful elegance by 7:1 in the World Cup semi-final. It felt like they already had the championship in the bag, but Toni Kroos admonished them with his well-known understatement, and coach Jogi Löw added: “A little humility goes a long way.”

But as the final against Argentina drew on with no goals yet, Jogi Löw threw humility to the wind. At the half-time break during extra time, he told Mario Götze: “You’re better than Messi”. Spurred on by these words, Götze scored the goal that won Germany the title in the 113th minute of the match.

In this light-footed football summer, *WERNER A. SCHULZ* set a new course – at a state-of-the-art new facility with a new name that reflects the company’s growing international activity: *WAS Germany*. Only 1.5 kilometres away from the previous company headquarters, the company opened a state-of-the-art logistics facility on Am Oheberg.



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One location: company headquarters and logistics centre.

Mario Götze covered 36.3 kilometres in Rio. *WAS Germany* employees cover up to one hundred kilometres and more every day for our customers, working among the 45 high-bay racks spread over 20,000 m<sup>2</sup>. Everything and everyone comes together in the warehouse: purchasing, sales and distribution – all intelligently inter-linked. A great facility for world-class performance. But let’s not talk about football.



**07/02/2014**  
 The Olympic Games open in Sochi

**01/04/2014**  
*WERNER A. SCHULZ* moves into new company headquarters in Rosengarten

**13/07/2014**  
 Germany wins the football world cup

**08/03/2016**  
 Stefan Witt becomes authorised representative of *WERNER A. SCHULZ*

**05/05/2016**  
 The port celebrates 825 years

**12/01/2017**  
 Inauguration of the Elbe Philharmonic Hall in Hamburg

**07/07/2017**  
 Unrest at the G20 summit in Hamburg

**11/06/2018**  
 The company’s name changes from *WERNER A. SCHULZ* to *WAS Germany*



# 2019

## ” WILLY BRANDT THERE IS NO LAST WORD IN HISTORY.

### NEVER-ENDING SERVICE



50TH ANNIVERSARY OF WAS GERMANY

50 YEARS OF SERVICE



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More than 20,000 m<sup>2</sup> of storage area makes space for a modern logistics centre



©2019 Fotoarchiv WAS Germany

In the beginning there was a pot – and in the end? In the end, of course, the best is still to come. And since there is always room for improvement even in the presence of excellence, we prefer not to waste too much time patting ourselves on the back.

If you want to know where you're going, all you need to do is look where you've come from. WAS Germany comes from Hamburg, from the warehouse district, from small cellars and big pots. The promise to always deliver service excellence is the driving force behind a company history that has been providing the world with outstanding service for five decades now. And from 2019 onwards, this comes with a completely revised look for its brand – and its name.

WAS Germany brings new meaning to the concept of service with clear and accessible customer communication – from the catalogue to the website, for every wish, in the here and now, and in the future.

Our warehouse has also been extended by an additional 20,000 m<sup>2</sup>. Everything we are today, we owe to you – our international clients whose ambition it is to always create the ultimate experience for their guests.

We want to keep supporting you in this in the future, with a professional team, modern infrastructure and intelligent logistics solutions. But then again, you know that already. Time for a slice of cake – just one.



30/11/2019  
50th anniversary  
of WAS Germany

# THE MAN BEHIND THE BRAND: WERNER A. SCHULZ

What does it take for a businessman's name to become a brand? Drive, perseverance and good ideas. Werner A. Schulz combines all these qualities. His first product was a cold cleaner, good for regreasing and ideal for maintenance on ship's engines. The cleaner, made from his own recipe, soon proved to be a best-seller among ship's suppliers and laid the foundation for the company *WERNER A. SCHULZ*. At the time, the company signs still had the added wording "technical transit trade".

In fact, at the beginning of *WERNER A. SCHULZ* there was a pot. The Høyang pot from Norway is legendary for being synonymous with good cuisine. You could stand on the handles. It always kept its shape - and the good taste that it produced. The journey from Hamburg to the first customers in Italy was a long one. Werner A. Schulz made that journey - and many others. Day in, day out.

In good weather and in storm tide. The goods hub was a small backyard in Brauerknechtsgraben. The route into the outreaches of the country was covered by a trailer and the express trains of the Deutsche Bahn. The order book dictated the day-to-day work. And the day rarely ended before all the orders that arrived in the morning had been processed in the evening - because Werner A. Schulz has always understood service, even if in 1969 this word did not yet exist in the everyday usage of his language.

Werner A. Schulz steered the company in his hands-on manner until 2011. In the summer of 2019, "Schulz senior" passed away. Werner A. Schulz's vision is and remains an unchanging part of the quality standards of our family business, which we carry forth in the best tradition. We will always hold Werner A. Schulz in our memories.



20 April 1940 - 3 July 2019

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GERMANY

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