

Category: Editorial

Project: »Der Hummelfreund«

### What was the challenge?

Identifying bumblebees and understanding them better, that was the wish and aspiration of this book. There are field identification books and field identification keys, but these are only understandable for entomologists; illustrations in them have an extremely high degree of abstraction. But it is important for the protection of these wonderful animals to know each other and their 45 (!) species better.

### What was the solution?

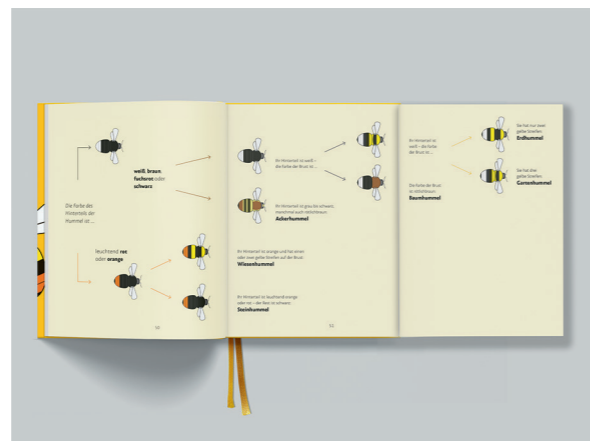
A small, stable booklet with the best handling and durability, in the center a "bumblebee encyclopedia" presents all species briefly and concisely: with understandable, sympathetic, but still realistic illustrations of all species (and their subspecies). A fold-out page with the "quick identification" helps to identify the most important species better.

### What was the effect?

No publisher was initially found and a realization was only possible through cooperation with the Naturmuseum Thurgau. But: the book is selling very well – and fills a gap. And so does it with the knowledge of these animals, because everyone is initially surprised at how many different bumblebees there are. But since you only protect what you know, such books are important. Many reactions also came from parents whose children are enthusiastic about the "Hummelfreund".

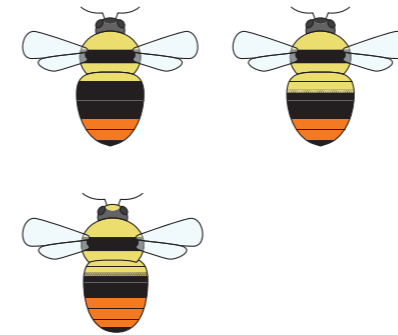
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### Höhenhummel

Bombus sichelii



### Kryptarum-Erdhummel

Bombus cryptarum

