

# BLACK **F** TOWER

Black F House GmbH  
Waldkircher Straße 30 / 79106 Freiburg i. Br. / T (+49) 0761 611 677 40

## PRESS RELEASE Black F Tower – Temporary Living

### CONSCIOUS. SIGNIFICANT. AIMING HIGH.

The Black F brand sees itself as a modern interpretation of the Black Forest house, hence the names of the two locations „Black F House“ and „Black F Tower“. With its name, it relies on the Baden culture and actively lives out its values. The rustic and cozy charm of the Black Forest is conveyed in a contemporary way in the serviced apartments - the stylishly designed apartments combine the feel-good character of an apartment with the service of a hotel. Whether two nights or several months, project staff, doctoral students, business or long-term travelers, apartment seekers or tourists: In the Black F House and Black F Tower, all guests get to enjoy Baden hospitality.

**EXPERIENCE NATURE IN THE MIDDLE OF THE CITY.** The new Black F Tower combines temporary living with a sustainable and conscious travel style. With a height of 52 meters, the tower not only stands out because of its size, but also because of its green facade. More than 50,000 evergreen plants such as lavender, rosemary, forest fern and sage make a positive contribution to the indoor climate and to the entire Freiburg city climate. Extensive green roofing can also be found on the roof terrace of the Green City Tower, the development of which took more than three years. Four bee colonies on the terrace on the 16th floor promote the diversity of plants and insects in the area and produce their own Black F honey. Each individual apartment in the Black F Tower is equipped with its own balcony, which offers closeness to nature through the green facade and the beautiful view of the Black Forest. The high-rise character, which is quite rare for Freiburg, is particularly special.

**ACTING CONSCIOUSLY IS THE PREMISE.** Consciously and sustainably designing and operating the Black F Tower has been the main goal since the beginning of the project. The topic of sustainability therefore runs from planning to construction to completion and, in a further step, also through the furnishing of the apartments and ongoing operations. In addition to sustainability, design and economy were also important buzzwords that were brought into harmony with each other in the Black F Tower. For example, when selecting the products, their original origin was checked in order to keep the distances as short as possible. This not only saves transport costs and emissions, but at the same time, companies and partners directly from the region, from Germany or at most from Europe can participate in the added value. At the same time, the operational processes were also optimized and adapted in relation to the requirement for sustainability. The already highly digitized customer journey and other processes have been and are being continuously expanded and optimized, for example the operational processes are almost entirely paper-free. In areas where the sustainability aspect cannot be fully implemented, social projects and climate protection projects are supported to compensate. Through this constant effort, the Black F Tower is now 100% carbon neutral and certified by Climate-Partner and offers its guests the opportunity for climate-neutral living.

**“ARRIVE AND DWELL STRAIGHT AWAY”.** The Black F Tower presents itself as a sustainable serviced apartment in the premium segment - with even more service, even more comfort and even more sustainability than its predecessor, the Black F House. The 54 apartments impress with fully equipped kitchens, cozy dining, living and sleeping areas, a spacious bathroom and a lot of storage space. With modern design, selected materials and a harmonious coziness, the Black F Serviced Apartments clearly stand out from other competitors. This is also reflected in the reactions of the guests: they appreciate the informal and cozy atmosphere. On the one hand, the team is available for inquiries six days a week, on the other hand, the lobby invites you to linger. In the evening, guests often meet for a beer in the lobby and use it as an extended living room. With the Black F Concierge, we also give our guests tips to make them feel at home in Freiburg - from a good doctor to a visit to the cinema, cultural events such as theater and concerts, a visit to the thermal baths or simply the most beautiful and nearest breakfast spot.

# BLACK **F** TOWER

Black F House GmbH  
Waldkircher Straße 30 / 79106 Freiburg i. Br. / T (+49) 0761 611 677 40

## PRESS RELEASE Black F Tower – Temporary Living

In the serviced apartments, the feel-good character and the independence of an apartment are combined with a contemporary mix of classic and digital services - these include free high-speed Internet, weekly room cleaning and linen change, rental rooms for household appliances and many cooperation partners in the immediate vicinity. Compared to the Black F House, the Black F Tower offers, among other things, more staff, a larger service package, more equipment and a balcony in every room. All in all, the tower offers even more hotel character.

Furthermore, the Black F concept stands out from the rigid rate structures of the hotel industry with its flexible booking categories – short stay, mid stay and long stay. The result: A clear price advantage for the guests, especially in the long-stay area. It doesn't matter whether the guests stay two nights or up to several months - everyone should feel at home in the Black F. The freedom and independence that you know from your own four walls can be felt here. With the stylish serviced apartments, the company is addressing the increasingly popular and necessary local flexibility in professional life and at the same time serving the desire of tourists to organize their vacation days flexibly as self-catering. In addition, Black F's concept addresses the socially relevant issue of the tense housing market. The serviced apartments create an offer that does not compete with the housing market, but with the short and long-term rental of private apartments.

FULLY DIGITAL. The Black F concept has been designed for digitization from the start. All processes are optimized and digitized, which is progressive for a young start-up. However, those who like it more classic analogue will also get their money's worth in the Black F. Despite the digitized processes, young, friendly and helpful employees are happy to help with any questions. Digitization is seen as a tool that makes life easier, but the focus is on the cool, young team of the start-up, which creates the special mix of digital and human and gives the guests a feeling of home.

### PRESS CONTACT:

Zientarski Consulting  
Contact person: Paula Braun  
Mail: [pr@blackf.house](mailto:pr@blackf.house)

Website: [www.blackf.house](http://www.blackf.house)  
Instagram: [www.instagram.com/blackf.house](https://www.instagram.com/blackf.house)  
LinkedIn: [www.linkedin.com/company/blackf-house](https://www.linkedin.com/company/blackf-house)

# BLACK **F** TOWER

Black F House GmbH  
Waldkircher Straße 30 / 79106 Freiburg i. Br. / T (+49) 0761 611 677 40

## PRESS RELEASE Black F Tower – Further information

### FURTHER INFORMATION:

#### About Black F

The founding vision of start-up founder Annabell Unmuessig was to spread the Baden tradition and the modern Black Forest character to other cities as well. Following the success of the Black F House, which opened its doors in 2020, the second Freiburg location, the Black F Tower, opened in October 2022 in the Green City Tower at the Güterbahnhof. The central location of the tower in the immediate vicinity of the Black F House, the lively district around the freight station and the wonderful view of the Black Forest were all convincing factors in the choice of location. With the second Black F location, the founder is pursuing her desire for healthy, steady and sustainable growth. The medium-term goal is to be represented throughout southern Germany with the Black F brand. Further locations in Stuttgart, Karlsruhe and Mainz are already being planned. With the stylish serviced apartments, the company is addressing the increasingly popular and necessary local flexibility in professional life and at the same time serving the desire of tourists to organize their vacation days flexibly as self-catering. In addition, Black F's concept addresses the socially relevant issue of the tense housing market. The serviced apartments create an offer that does not compete with the housing market, but with the short and long-term rental of private apartments.

### MORE INFORMATION ABOUT OUR CLIMATE PROTECTION MEASURES:

- Four bee colonies on the roof: For the Green City Tower, this means that the four bee colonies contribute so much by pollinating the plants that they are theoretically able to bind 240 tons of CO<sub>2</sub> a year.
- Green facade: The approximately 4,300 m<sup>2</sup> facade has more than 50,000 evergreen plants such as lavender, rosemary, forest fern and sage and achieves an annual CO<sub>2</sub> binding of 35-40 t.
- Weeping fig in the lobby: It is estimated that trees can bind around 10 kg of CO<sub>2</sub> per year on average around the world. Exact figures are available for the Latin American tropics: Here, a tree binds an average of around 16 kg of CO<sub>2</sub> per year in the first 20 years.
- Greening of the roof terrace: The planting on the roof terrace was developed over a period of three years. The extensive green roof can bind up to 1.2 kg/sqm of CO<sub>2</sub>. The roof terrace has an extensive area of around 84 m<sup>2</sup> —> roof terrace Green City Tower binds up to 100.8 kg of CO<sub>2</sub>; intensive green roofs bind up to 2.9 kg/sqm of CO<sub>2</sub>. Roof terrace has an intensive area of 70 square meters —> Green City Tower roof terrace: up to 203 kg of CO<sub>2</sub> binding.
- Only green electricity is used.
- Materials used are made from recycled sea plastic, household waste or certified with the Blue Angel.

# BLACK **F** TOWER

Black F House GmbH  
Waldkircher Straße 30 / 79106 Freiburg i. Br. / T (+49) 0761 611 677 40

## PRESS RELEASE Black F Tower – Further information

### FURTHER INFORMATION:

Examples of digitized processes in the Black F House & Black F Tower:

- **Customer Journey:** After booking, each guest receives an automated reservation confirmation with a personal access code as well as further information on online check-in. On the day of arrival, the guest will be sent a welcome email with the room number and all other information about their stay. One day before departure, the guest receives all the information they need to check out, and they can also view their bill and pay directly online. The invoice is automatically sent directly from the system.
- **Housekeeping:** The housekeeping process is digitally controlled and all housemaids are equipped with a mobile phone. The digitized laundry room from WeWash enables the washing machine or dryer to be reserved in advance via an app, the laundry status can be queried and paid for online.
- **Digital guest folder:** The digital guest folder contains all useful information for your stay - wishes and comments can also be passed on to the Black F team online. The guests have access to the data of their reservation, everything worth knowing in an A to Z about the house, insider tips in Freiburg, the TV channel list, the Mama Stove frozen menus and an overview of the weather during your stay.
- **Controlling:** Controlling is currently being digitized. In the future it will be analyzed automatically every month. From the beginning of 2023 it will also be possible to check in with a cell phone and the cell phone will serve as a key instead of a card.

### PRESS CONTACT:

Zientarski Consulting  
Contact person: Paula Braun  
Mail: [pr@blackf.house](mailto:pr@blackf.house)

Website: [www.blackf.house](http://www.blackf.house)  
Instagram: [www.instagram.com/blackf.house](https://www.instagram.com/blackf.house)  
LinkedIn: [www.linkedin.com/company/blackf-house](https://www.linkedin.com/company/blackf-house)