

## **Strong brand - Weidmüller wins German Brand Award**

- Weidmüller wins in the „Industry Excellence in Branding“ category.
- Jury convinced by innovative show concept and consistent brand management

**Berlin/Detmold, 17 June 2016.** The winners of the German Brand Award were honoured at a gala event in the „DRIVE. Volkswagen Group Forum“ held on 16 June 2016 in Berlin. More than 200 invited guests from business, politics and the media accepted the invitation from the Design Council to the first awarding of the most important prize for successful brand management in Germany. Marion Sommerwerck, Head of Corporate Communications and responsible for Brand Management at the Weidmüller Group, accepted the prize in the „Industry Excellence in Branding“ category.

### **Convincing show appearances**

The independent jury of experts honoured the design and implementation of the brand strategy of the electrotechnical specialists from the east of Westphalia. This was particularly evident from the show appearance, reported the jury. „The consistent communication of the brand content at our show stand makes our brand really stand out. The German Brand Award is an award in a high-caliber field which is a real honour for us“, explains Marion Sommerwerck. „Our show stand is a credible, convincing presentation of the Weidmüller brand and the perfect backdrop for our solutions and applications. The stand provides the framework for high-quality, exciting presentation of products, technologies and solutions and a platform for dialogue, communication and hospitality.“ The result is a show stand which makes the Weidmüller brand tangible thanks to its clear structure. This is based on the efficient use of a consistent, brand-compliant modular stand system, plus the communication of the corporate design on all relevant stand elements, materials and communications.

The „German Brand Award“ is given out by the Design Council. It rewards successful brand management in Germany and showcases pioneering brands

and outstanding brand-makers. The competition and prize-giving are a unique communications forum and an opportunity to credibly evidence brand expertise. The competition was initiated by the Design Council, a foundation with 230 members from business, design, associations and institutions.

### **Strong brand as company capital**

„A strong brand is the most important capital for a company. It secures long-term success and creates a basis for innovation and growth, and this definitely applies to Weidmüller“, explains Marion Sommerwerck. „Continuous improvement to our brand management strategy has allowed us to communicate our values of customer proximity, innovation and solution providing to customers and consumers.“

*Caption: Marion Sommerwerck, Head of Corporate Communications at Weidmüller, accepting the German Brand Award.*

**Weidmüller – Your Partner in Industrial Connectivity**

As experienced experts we support our customers and partners around the world with products, solutions and services in the industrial environment of power, signal and data. We are at home in their industries and markets and know the technological challenges of tomorrow. We are therefore continuously developing innovative, sustainable and useful solutions for their individual needs. Together we set standards in Industrial Connectivity. The Weidmüller Group owns manufacturing plants, sales companies and representatives in more than 80 countries. In its fiscal year 2015 Weidmüller reached sales of 696 million Euros with 4,500 employees.

Contact: Martin Regnet  
Corporate Communications  
Tel.: +49 (0)5231 / 14-292516  
E-mail: [martin.regnet@weidmueller.de](mailto:martin.regnet@weidmueller.de)