

PRESSEMITTEILUNG



HEADLINE

Outstanding Brand Management: Berghof wins the “German Brand Award” in Berlin

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VORSPANN

Just a few months weeks after starting as the CEO, Dr.-Ing. Bernd Arnold (in picture left, with Mark Böttger, head of Communication and Marketing) accepted one of the most important German brand prizes - the “German Brand Award”- for the Berghof Group in Berlin at the 6th of June.

TEXT

What have the FC Bayern München and the Berghof Group in common? Both are working with a crucial reddish color as their visual trademark – and both brands are winners of the „German Brand Award“.

Berghof was selected for the “German Brand Award” designation of “Excellent Brand” for its outstanding brand management in the category of “Industry, Machines, & Engineering” among 1,250 applications from 19 countries this year.

As Dr. Bernd Arnold optimistically looked into the future of the Berghof Group, the fate of which he and the new CFO Heinz-Uwe Vogel are leading, he commented, “I hope it continues this way.” “This award confirms that we currently have the best conditions for continuing the success story of the Berghof brand.”

That is a direct connection for the company to the “German Brand Award” it received two years ago for “Excellence in Brand Strategy, Management and Creation” for the successful revision of its brand presence and positioning.

The initiator of this prestigious competition is the German Design Council (Rat für Formgebung) founded by the German Parliament in 1953. It is considered by experts as the German brand and design authority and has been the sponsor one of the most recognized design competition in the world, the “German Design Award”, for many years.

The German Brand Award was awarded in 2016 for the first time. With it, the German Design Council aims to strengthen the importance of the brand as a decisive success factor for companies in the national and international competitive environment.

“The unique know-how of our experts provides accuracy, safety and efficiency in many places - even though this is often hidden in the background. That’s why we are so pleased that this award for the successful brand of Berghof. Because it also puts the individual companies in the group and the people behind the brand into the spotlight for a broad public,” said Mark Böttger, who, as head of the Communication & Marketing department, is responsible along with his team for the Berghof brand image in the public.