



German Brand Award 2019

GOLD FOR WORK. STYLE.CULTURE.

Relaunching a brand at the cutting edge

Digitisation, agility and New Work characterise the transformation currently under way in the workplace. How should we design our working environment so that companies can implement attractive solutions and present an appealing front to job applicants, as well as ensuring that employees remain happy there over the long term. We've concentrated on researching this theme and the influential factors of social change, and used our findings as a focus for our brand image.

The central guiding idea **"Shaping work cultures"** is our motto, and the basis for providing our partners and customers with creative support for their workplace design. We accompany them throughout the process of furnishing their office, with differentiated style collections, cross-product ranges and digital services.

The change in communication first became apparent at the 2018 Orgatec in Cologne. The positive feedback from our exhibition visitors, long-standing partners and customers inspired us. We feel honoured that our work has been rewarded with no fewer than two German Brand Award prizes.

The winners of the German Brand Award were presented with their prizes yesterday at a celebratory gala

event at the Historic Museum in Berlin. The German Design Council and the German Brand Institute confer this prize for innovative brands, consistent brand management and effective brand communication.

A total of more than 1200 entries in various categories shows the economic importance of effective brand management over the long term for companies – especially in these times of change.



König + Neurath celebrates Gold award for brand relaunch

We're delighted to have successfully translated our core expertise into convincing communication, allowing us to demonstrate the service portfolio customers and partners can expect from the König + Neurath brand.

The jury stated its reasons: "The repositioning in three profiling fields as 'Work Culture Discoverer', 'Style Collection Creator' and 'Process Facilitator' is not only intended as a positive orientation towards customers and service, it also places them head and shoulders above the competition. A careful and thorough implementation of the brand relaunch that comes across as credible, likeable and modern."

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Jury-Statement German Brand Award

König + Neurath WORK CULTURE image magazine convinced the jury

The image magazine was declared “Winner” in the category Brand Creation – Print. The magazine uses an energetic style to present the new brand positioning and examines the theme of “Work cultures” from many angles. The magazine allows insight into the history and ethos of our family-owned company, making the König + Neurath brand accessible on many levels. Carl-Christoph Held sums up the entire team’s delight: “We’re very proud that our development from production-oriented company to solution-oriented brand has not only enabled us to support our customers on a daily basis, but also to convince the German Brand Award jury twice over. We found the interview with Egon König about the history and future of König + Neurath as a family company particularly emotional.”



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Carl-Christoph Held, CEO

