



German Brand Award 2020

K+N WORK.CULTURE.MAP CONSULTANCY TOOL WINS GOLD

Consistent branding reaps rewards

Home office, meetings via digital tools, social distancing. In the recent weeks of the COVID-19 pandemic we've had to deal with plenty of associated challenges. It shows that the rate at which the workplace is changing has been accelerated even further as a result of these exceptional circumstances.

Our customers and partners can depend on us now more than ever before with our range of design-conscious furniture and differentiated style collections, and we provide end-to-end support throughout the process of creating attractive working environments. The German Design Council, Germany's leading authority on design and brands, and the German Brand Institute presented us with the German Brand Award in two categories, reflecting our successful brand management and brand communication.

K+N WORK.CULTURE.MAP analysis tool wins GOLD

Every company is characterised by its own specific work culture. On the basis of the information gathered

using our analysis tool K+N WORK.CULTURE.MAP, we visualise the potential of individual work cultures and derive inspiration for designing their working environments. We are delighted that this consultancy tool has found favour with the high-calibre jury at the German Brand Award in the category Excellence in Brand Strategy and Creation – Brand Communication – Collaboration, in which it won the GOLD award. Viktoria König, who is responsible for brand image, is very pleased with the jury verdict. “A new digital tool that’s probably unique in the market, which allows König + Neurath to stand out as a single-source supplier and process facilitator, and has a significant influence on the process of becoming an everyday customer-focused brand.”





**WORK.
STYLE.
CULTURE.**



König + Neurath stands out as an excellent brand

The high-calibre jury made up of experts in brand management and brand science also ranks König + Neurath amongst the best product and corporate brands in the Office & Stationery industry, and rewarded the company's consistent branding endeavours with the WINNER award. "We are proud that the jury has given us this second award, which confirms that we are on the right track to becoming a solution-oriented and recognisable brand in line with our focus Exploring work cultures," reiterated Michael Cappello, the new board spokesman for König + Neurath AG. "This affirmation of our work is an incentive for us to continue to provide customers and partners with inspiration and ideas in the office design process. Starting with analysis of their work culture, working through painstaking planning and encompassing long-term service."

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Michael Cappello, board spokesman for König + Neurath AG

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