



German Brand Award 2019

AWARDED WITH THE GERMAN BRAND AWARD IN GOLD

The German Brand Award is a prize for innovative brands, consistent brand management and effective brand communication

Winners of the German Brand Award were presented with their prizes for the fourth time on 6th June 2019, at a celebratory gala event held at Deutsche Telekom's Representative Office in Berlin. More than 700 guests with backgrounds in finance, culture and media took up the exclusive invitation. The German Brand Award was introduced by the German Design Council, which was established in 1953 as an initiative of the German Bundestag. Winners of the German Brand Award were presented with their prizes for the fourth time on 6th June 2019, at a celebratory gala event held at Deutsche Telekom's Representative Office in Berlin. More than 700 guests with backgrounds in finance, culture and media took up the exclusive invitation. The German Brand Award was introduced by the German Design Council, which was established in 1953 as an initiative of the German Bundestag.

König + Neurath has convinced the jury with a branding relaunch: winning Gold for repositioning

The winners of the evening included office furniture manufacturer König + Neurath, who came away with the German Brand Award in Gold in the category “Excellence in Brand Strategy and Creation | Brand Strategy” for their branding relaunch. Carl-Christoph Held, CEO and Chairman of the Supervisory Board at König + Neurath AG, had these words to say about the brand realignment: “The workplace has undergone radical change. Companies now face the challenge of implementing new space concepts for a variety of working styles – because providing an attractive working environment plays a key role in Employer Branding. We’ve concentrated on realigning our own brand image so that we are in a position to shape this transformation in cooperation with our customers – as well as developing from a production-oriented company into a solution-oriented brand.”

“Shaping work cultures” is the guiding idea used by König + Neurath to support customers imaginatively through the entire process of designing and furnishing the workplace. König + Neurath has become an agile one-stop provider of integrated space experiences, with a portfolio of differentiated style collections, form-oriented furniture and digital solutions.

“In view of the radical change that has been occurring in the workplace, König + Neurath has undergone complete restructuring in terms of both form and content with its all-new brand strategy. The company’s 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,” – these were some of the reasons given by the German Brand Award jury.

Distinction for the König + Neurath WORK CULTURE image magazine

The **new image magazine** – which uses an energetic style to present the new brand positioning – was premiered in the category “Brand Communication – Print”. This was because the diverse content relating to the “Work cultures” theme succeeded in profiling König + Neurath as an integrated provider of office furniture and room systems. Furthermore the magazine allows authentic insight into the history and ethos of the 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 to have developed a medium that represents the brand’s service portfolio creatively and was therefore able to convince the German Brand Award jury. We found the interview with Egon König about his life journey in the company and the future of König + Neurath as a family company particularly emotional and moving.”



COLLECTIVE

EGON KÖNIG IM GESPRÄCH

WER DEN WANDEL GESTALTEN WILL, MUSS IHN KENNEN

STILWELTEN GESTALTEN
PURE, TIMELESS, VISION, FLOW

LEAN PRODUCTION „MADE IN GERMANY“
ERFOLGREICH EIGENE WEGE GEHEN



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German Design Council – the initiator

The German Design Council is one of the world's leading competence centres for communication and knowledge transfer in the field of design, branding and innovation. The circle of members currently

comprises more than 300 companies. The German Design Council was founded in 1953 as an initiative of the German Bundestag to strengthen design skills within the German economy. Its diverse activities pursue a single goal: implementing design strategically in order to communicate a sustainable increase in brand value.

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