



Shaping work cultures

## SHAPING WORK CULTURES

Work environments have a direct impact on work quality. They make an important contribution to motivation, success, inspiration—and employer branding. Provided, that is, that they're designed in harmony with a company's work culture.

” **Form follows culture.** “

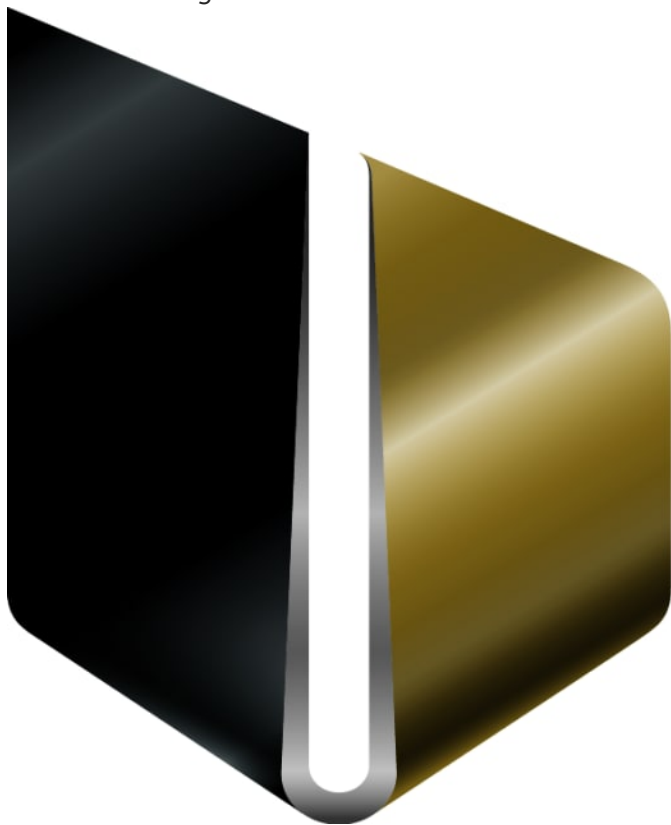
This is where we come in: Working closely with companies and our partners / [from specialist retail and organisational consulting/], we identify the characteristic features of their work culture and ensure they can develop their full potential. With room systems, furniture and aesthetically appealing style collections, we support you every step of the way, ensuring continued success. Especially in times of change.

” A work culture can only be understood if you know the entire story.

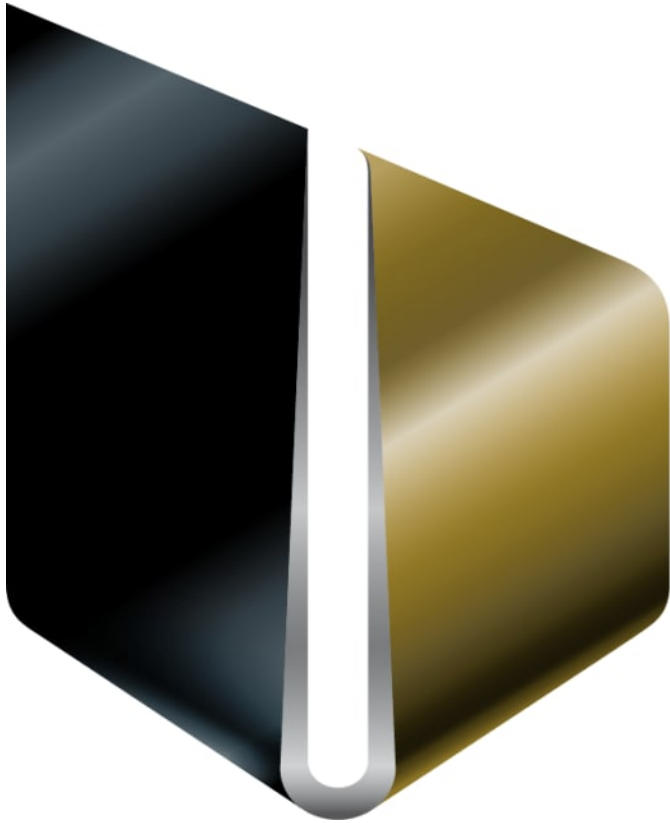
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## Award for successful brand management

After receiving the GOLD award for the brand relaunch, we're delighted that the jury has ranked König + Neurath amongst the office & stationery industry's best product and corporate brands this year, rewarding our consistent branding with a WINNER award. This represents a clear commitment to our ongoing brand positioning as explorer of work cultures and style collections, as well as underlining our status as a dependable process facilitator in the design of attractive working environments. This award shows that we're on the right track.



german  
brand  
award  
'20  
winner



german  
brand  
award  
'19  
gold

## Integrated brand identity convinces jury

The central guiding idea “Shaping work cultures” received the German Brand Award in the Gold category from the German Design Council and the German Brand Institute in June 2019.

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We feel honoured that our development from a production-oriented company into a solution-oriented brand has been rewarded. As ‘Work Culture Discoverer’, ‘Style Collection Creator’ and ‘Process Facilitator’ we develop customised space concepts for individual work cultures and support our partners and customers creatively in their workplace design – guiding them through the entire office outfitting process.