

PRESS RELEASE

Villingen-Schwenningen, 6 June 2016:

Waldmann receives German Brand Award 2016

A particular award for successful branding

Herbert Waldmann GmbH & Co. KG has been presented with the German Brand Award for its excellent branding in the category Building & Elements by the Design Council in Berlin.

The German Brand Award is the first competition that covers all technical disciplines of modern branding, thus fittingly accounting for the complexity of brand management and the elementary importance of brands to a company's success. Its goal: Discovering, presenting and awarding prizes to pioneering brands and brand-name manufacturers. The luminaire manufacturer from Schwenningen has prevailed over many co-competitors and has impressed the renowned panel with innovative products and future-oriented branding that is without precedence in the industry. Christoph Waldmann, Waldmann product manager, accepted the award during a festive gala in the DRIVE. Volkswagen Group Forum in Berlin on 16 June. "This award fills me with particular pride. For our company, this award shows that our work is worthwhile and that we're on the right track", says Christoph Waldmann. A total of more than 200 invited guests from economy, politics and media had followed the exclusive invitation by the Design Council to the first award ceremony of the German Brand Award 2016.

Captions



B1_ Christoph Waldmann at the award ceremony in Berlin

Waldmann – Light for People.

Waldmann stands for high quality light solutions made for people. Founded in 1928 as an electrical business, today the family company is headed by the third generation as Herbert Waldmann GmbH & Co. KG by owner Gerhard Waldmann. Around 870 employees at the company headquarters in Villingen-Schwenningen and production and sales sites in twelve countries worldwide contribute to Waldmann's success. The company develops and produces lighting solutions for offices, industry, health & care and medical phototherapy systems. The Waldmann brand is synonymous with innovative workplace light solutions, which are consistently designed to address human needs for natural light conditions.

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