

EXCLUSIVE „BRAND MARK“

raumplus was pleased and proud to accept the German Brand Award 2017 in the category “Interior & Living” in Berlin. Just one year after its inauguration the award, that honors particularly successful brands, is already a coveted distinction in the German brand segment.



June 29, 2017 saw the winners of the second German Brand Awards honored at an official gala held at Berlin’s Deutsches Historisches Museum. Despite the heavy rain that flooded the capital, over 500 hand-picked guests from business, politics, and the media took up the invitation to attend. The German Design Council and German Brand Institute initiated the German Brand Awards to recognize successful brands; consistent brand management; and sustainable brand communications.

The German Design Council was set up by the German Federal Parliament (Bundestag) in 1953 and is endowed by the Confederation of German Industry (BDI). For over 60 years now the Council has been pursuing its aim of strengthening the competitiveness of German companies. The German Brand Institute, established to support activities in the brand management segment, is responsible for organizing the Brand Awards competition.

raumplus was among prestigious company at the official award ceremony, with prize winners including Lamy, Porsche, Lufthansa, Bretz, and NOMOS Glashütte. "We appreciate the German Brand Award as recognition of our internationally successful brand and also see the exclusive "brand mark" as a quality commitment to our customers," said raumplus CEO Uta Bergmann.



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