# Medalled Brand Design

The German Brand Institute in Berlin decorated the Wirtgen Group with the German Brand Award 2017 for its Corporate Design.

The Award, initiated by the German design authority, is awarded by a high-profile expert panel consisting of experts in brand economy and brand science. It is the decoration for successful brand management in Germany. Only companies nominated by the German Brand institute, its brand scouts and expert panels are allowed to participate in the competition.

The Wirtgen Group award in the categories “Brand Strategy” and “Brand Design” represents the appraisal of an extensive process lasting three years and placing the complete Wirtgen Group brand architecture on a new, uniform and sustainable foundation.

*“I’m receiving the award as the representative of the Wirtgen Group product brands’ marketing departments. The award is mainly the result of a top team achievement,” declares Martin Heitz, Head of Marketing Wirtgen and responsible for the CI Relaunch project.*

New Corporate Identity illustrates togetherness

Having integrated several companies into the Wirtgen Group in recent years, the brand architecture had become more and more complex.

In order to underscore the synergies and team spirit of the individual brands as well as the group, the Wirtgen Group revised its complete Corporate Identity and implemented it in all five German brand headquarters, 55 sales and service subsidiaries and more than 150 dealers worldwide up to the smallest detail. The new visual concept implemented at the beginning of 2016 now symbolizes the strength of the group of companies and mainly represents the common orientation towards the needs of the group’s customers.

During the complete process, the Wirtgen Group was accompanied by the design agency „Schwind Agentur für Zukunftskommunikation GmbH“ in Bonn. The company name clearly represents the program – targeted brand creation and effective brand management for a digital future is the main focus.

About the Wirtgen Group

The Wirtgen Group is an internationally operating group of companies in the construction machinery sector incorporating the traditional product brands: Wirtgen, Vögele, Hamm, Kleemann and Benninghoven with their brand headquarters in Germany and local production plants in Brazil, China and India. In 2016 the Wirtgen Group generated consolidated sales of 2.59 billion euros. Presently the Wirtgen Group employs 8,000 people.

Photos:

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|  | WG\_composing\_german-brand-award\_ 00001 The CI Relaunch made the Wirtgen Group product brands come closer to each other visually. |
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|  | WG\_photo\_german-brand-award\_00001 The German Brand Institute decorated the Wirtgen Group’s Brand Design and Brand Strategy with the German Brand Award 2017. Martin Heitz, Head of Marketing Wirtgen, accepts the price in Berlin. |

*Note: These photographs are only intended as a preview. For printing in publications, please use the photographs in 300 dpi resolution that are available for download from the Wirtgen GmbH / Wirtgen Group websites.*

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