



Press release

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Editor: Klaus Teders

Outstanding brand:

Wera is “Winner” of the German Brand Award 2016

“Winner” in the category “Industry Excellence in Branding” / Groundbreaking brands and brand makers honoured / Wera’s performances highlighted for a second time by the Design Council / Brand identity a well conceived whole / Consistent impact of the entire communication chain

Wuppertal. The Wuppertal-based screwdriving specialist Wera has been honoured with the German Brand Award in Berlin. In the category “Industry Excellence in Branding – Building & Elements“, Wera emerged as the “Winner” of the award for outstanding brand strategy, an award which was conferred for the very first time.

Discovering groundbreaking brands

The competition was initiated by the Design Council and the newly-founded German Brand Institute. “The German Brand Award is the first competition which covers all aspects of modern brand strategy”, explains Andrej Kupetz, the Design Council’s General Manager. The target is to discover, present and reward groundbreaking brands and brand makers. Only companies that have been selected and nominated by the German Brand Institute, its brand scouts or expert commissions may take part in the competition. Awards are conferred in three categories: “Excellence in Branding”, “Excellence in Brand Strategy, Management and Creation” and “Industry Excellence in Branding”.

Second award from the Design Council

Wera was successful in the latter grouping and received the “German Brand Award `16 Winner” acknowledgement in the category “Building & Elements”. This means that the company has already been distinguished twice with a Design Council award in 2016. The sales packaging of the Zyklop Speed ratchet had previously been honoured with the coveted German Design Award in the “Packaging” classification.

Brand identity a well conceived whole

Wera has been fine-tuning its brand identity for some years now and has been continually improving it. This outstanding result from a jury of independent brand experts from various disciplines is indeed something to be proud of: “Anyone comparing Wera’s brand identity of today with the one from 2012 will find themselves in a completely new world”, explains Wera’s Marketing Manager Detlef Seyfarth. “Everything constitutes a well conceived whole and it’s great fun just simply to look at things.” It is not only the uniform world of colour but also the high quality product packaging, in particular, that ensure a design approach which most certainly stands for the very highest quality combined with lifestyle.

This design approach meanwhile goes well beyond just the packaging and emanates from the company’s products, displays, point-of-sale material, catalogues and leaflets as well as the homepage, the social media presence, guerrilla marketing and trade fair booths. This means that the entire communication chain to the trade and end customers has a consistent, specific impact. “Wera is proud of this award”, says Seyfarth, “since independent experts have confirmed that we have selected the right path forward with our brand strategy”.

Further information:

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Image caption:

01_German-Brand-Award_Seyfarth



Wera Marketing Manager Detlef Seyfarth is proud of the award as “Winner” of the German Brand Award 2016 and greets all the “Tool Rebels” among the Wera fans with the familiar hand gesture.

Image: Rat für Formgebung (Design Council)

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