

# Schneider Schreib's auf

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## **Schneider - Awarded the German Brand Award 2017?**

### **It's all about branding**

In our globalized world, there are not only new opportunities but also new competition. Distinguishing yourself clearly and building trust in product safety and the brand is a necessary condition for success and prevents your company from price declines and sales crises. Seven years ago Schneider implemented a new Corporate Design and has consistently followed it. The success can be measured by annual increases in sales: from 2010 to the end of 2016 by a total of more than fifty percent!

### **Schneider - Awarded the German Brand Award 2017**

The brand scouts of the German Brand Institute nominated the Schneider brand for the German Brand Award in 2017. This preselection is a prerequisite for the application and the submission of the documents for the jury. Branding, differentiation from the competition, design quality, economic success and much more are criteria for the evaluation. The jury is composed of independent experts from companies, science, consulting, services and agencies.

On June 29, 2017, during a ceremonial gala at the German Historical Museum in Berlin, the winners of the German Brand Award were honored. More than 500 invited guests from business, politics and the media accepted the exclusive invitation. Schneider Schreibgeräte was among the best brands in the category "Industry Excellence in Branding - Office & Stationery", and can now use the German Brand Award Winner 2017-logo.

### **Facts about the German Brand Award**

With the German Brand Award, the German Design Council and the German Brand Institute award successful brands with a consistent brand management and sustainable brand communication. The German Brand Award was initiated by the German Design Council, which was founded in 1953 by the German Bundestag (Federal Parliament) and was sponsored by the Federation of German Industries. For more than 60 years, the foundation has pursued the goal of promoting the competitiveness of German companies. In order to strengthen the activities in the field of brand management, the German Brand Institute is entrusted with the organization of the competition.

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Image



Schneider can now use the German Brand Award Winner 2017-logo.

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## Image



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