

# Schneider Schreib's auf

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## **Schneider – awarded with Red Dot Award “Best Brand”**

On Friday, November 1 the internationally renowned Red Dot Awards 2019 were presented in a festive ceremony at the concert hall in Berlin. After Schneider already received several Red Dot awards for its products in the past, the company has now also been selected for Red Dot “Best of the Best” for its brand design. This is a very special success, because the Red Dot is one of the most internationally well-known and respected design awards.

Only projects and brands which convince with the highest quality and creative performance make it into the final round and are nominated by an international 24-member independent jury. In the competition Schneider successfully presented its brand identity, which is based on the new Corporate Design implemented in 2010. As representatives of Schneider, Martina Schneider and Stephan Lauble received the Red Dot "Best of the best" and "Best Office Brand" award in a ceremony. This was a very special moment, as 1,400 invited guests sat in the auditorium. In addition to well-known brands such as Braun, Telekom, Thule, Grohe and Wiha, Schneider was one of the award winning brands in various categories.

The awards were celebrated at the subsequent “Designers’ Night ”at e-werk in Berlin. There was also the opportunity to view the winning exhibition "Design on Stage", where the works of all prize winners were exhibited. The designs of the award winners will also be published in the International Yearbook Brands & Communication Design 2019/2020, which will be published on November 14 and distributed worldwide. The Red Dot award is divided into three disciplines – “Red Dot Award: Product Design”, "Red Dot Award: Brands & Communication Design" and "Red Dot Award: Design Concept".

With over 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955 the jury met for the first time to assess the best designs. Schneider is very proud of this internationally renowned award because it confirms once again that the relaunch of the corporate design in 2010, the consistent brand image as well as the brand management and the constantly progressing brand development pay off. The unique brand image has been recognized by consumers and retailers and suggests reliability and quality of its products made in Germany.

[371 words, 2328 characters (including blank spaces) by [Martina Schneider](#)]

Image



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