

Press release.

For immediate publication

Hidden Champion from Swabia is awarded the German Brand Award as an excellent B2B brand.

The Felss Group headquartered in tranquil Koenigsbach-Stein (district of Pforzheim) wins for the first time the prestigious industry award for its extraordinary brand management as a medium-sized mechanical engineering company.

Berlin, June 6, 2019. At the award ceremony for the coveted German Brand Award in Berlin, international megabrands will be meeting newcomers, agencies, and even aspiring mid-sized companies. This was not the only reason why it was a special moment when the Felss Group won the German Brand Award for the category "Excellent Brands – Industry, Machines & Engineering" in the evening at the Telekom Capital Representative Office.

Felss was personally nominated for the award by the German Design Council after it became aware of the company and its effective brand strategy. Lilo Fee Dittmann (Director Marketing & Communications of the Felss Group) and Theresia Oesterle (Senior Consultant Marketing) are even more pleased about the award: "It is no secret that we sell a niche technology. But with our exceptional brand presence for the engineering industry and a precise, bold brand strategy, we've managed to attract attention – even beyond our industry. We are proud of that!".

The award was preceded by a targeted modernization process for the Felss brand. The main responsibility for this is borne by the team led by Lilo Fee Dittmann, who has been accompanying the brand development of the company for several years now, for one year also at the international level. On the production side, she is supported by various agencies and a network of freelancers.

Her many years of experience which she collected for example at "Zum goldenen Hirschen" in Berlin, connects the marketing expert with a keen understanding of the needs of the industry: "The German middle class is slowly waking up. In times of globalization and digitization, it is no

longer enough to be the "best in the country". Everyone has to rethink, come up with new concepts, modernize – especially in brand work. We took this step and were rewarded!".

Also, Andreas Egelseder, CMTO of the Felss Group, knows about the challenges of the industry: "Especially in the B2B context it is not an easy task to find the right line to the customers. This is usually about rational sales arguments. However, with a strong brand, we have managed to give our products and services an emotional differentiating power and set ourselves apart from others. So, we are even more pleased to receive this award today!".

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The German Brand Award

The German Brand Award is an international industry award for brand management, which is awarded annually in more than 60 categories. For the fourth time now, the German Design Council and the German Brand Institute Foundation are honoring the best of the best: innovative brands, consistent brand management and sustainable brand communication, as well as pioneering personalities and companies from the brand world.

Images



f.l.t.r.:

Lilo Fee Dittmann (Director Marketing & Communications der Felss Gruppe) and Theresia Oesterle (Senior Referentin Marketing)

An image selection is available under the link provided.

About the Felss Group

The Felss Group, founded in 1905, is solution provider in the field of cold forming for tubes and solid materials in the automotive industry.

As a lightweight construction expert, we design and realize optimum solutions and processes to fulfill our customers' precise needs – from the design and construction of machines to the manufacturing of finished products in component manufacturing. Since the merger with HMP in May 2019, around 1,100 employees are working at our nine locations in Germany, Switzerland, the USA, China and Slovakia today in close collaboration with our customers around the world on the challenges of tomorrow.

FELSS SYSTEMS

stands for highly engineered machines, manufacturing systems and processes.

FELSS ROTAFORM

stands for component manufacturing by specialists, including large-scale production.

The Management Board of the Felss Group:

Andreas Egelseder (Chief Market & Technology Officer)

Reinhard Pfendtner (Chief Operating Officer)

Ute Salzbrenner (Chief Financial Officer)

Contact

For more information and images in print quality, please contact:

Theresia Oesterle

Senior Referentin Marketing

Felss Group GmbH

Dieselstrasse 2

D-75203 Koenigsbach-Stein

T +49 7232 402-175

E-Mail: Theresia.Oesterle@felss.com