

Olsberg, 11 June 2021

Oventrop wins "Best of Best" in the category "Brand Revival of the Year" highest award of the German Brand Award 2021

For the sixth time, the German Design Council and the German Brand Institute have honored successful brands with the German Brand Award, one of the most important German brand awards. It recognizes companies that stand out from the competition with exemplary brand management, sustainable campaigns and exceptional marketing projects.

Oventrop was awarded "Best of Best" in the category 'Brand Revival of the Year' and is thus one of the big winners of the renowned competition. Furthermore, the company received a gold award.

For 170 years, Oventrop has been the partner for efficient heating and cooling as well as clean drinking water. In 2018, the family-owned company decided to further develop its brand to respond to growing market demands. A new brand positioning laid the foundation for a holistic brand relaunch. As a result, a focused guiding idea made its way into all areas of the company and all points of contact - from the product and service range to the corporate design.

"In the course of the digital transformation, the need of end customers, installers and planners for convenience, support and simplicity is growing. The Oventrop company has not only recognized this but acted accordingly in a consistent and timely manner by reviving its corporate roots in a strong brand. The result is a fresh brand design based on a well-founded brand strategy, which makes the crucial themes of modularity and partnership tangible for the target groups in all dimensions. **An outstanding example of excellent, holistic brand work** - cleanly and professionally implemented throughout, right down to the design elements consistently derived from the strategy," was the jury's statement.

In addition, the company received the "Gold" award in the "Excellent Brands: Heating & Bathroom" category, the second highest prize of the German Brand Award.

"Wir regeln das" aptly Oventrop's claim - a brand promise packaged as an original play on words that perfectly sums up the brand's positioning as a problem solver. Just as comprehensibly, the current appearance reflects the modularity of the product world. A brand that has been consistently developed down to the last detail, which from product design to communication design looks as if it has been cast from a single form, is flexible and at the same time conveys a distinctly modern, professional and, last but not least, likeable impression, is how the jury explained its decision to award "Gold" here.

With the **German Brand Award**, the German Design Council and the German Brand Institute honor successful brands, consistent brand management and sustainable brand communication.

The highest "Best of Best" award, which honors outstanding brand management across all industries, was presented a total of 15 times.

German Design Council

The German Design Council is one of the world's leading competence centers for communication and knowledge transfer in the field of design, brand and innovation. More than 350 companies currently belong to its circle of founders. The German Design Council was founded in 1953 on the initiative of the German Bundestag to strengthen the design competence of the German economy. Its multifaceted activities pursue one goal: to communicate the sustainable enhancement of brand value through the strategic use of design and innovation.

Related links:

<https://www.german-brand-award.com/>

<https://www.oventrop.com/en-GB/companynews/brandrelaunch2021>

About the company:

Oventrop is the partner for efficient heating, cooling and clean potable water. The modular systems and services offer pioneering solutions which all HVAC experts use to work with – easily and flexibly – from planning to installation, from industry to trade. As a family business, Oventrop accompanies all its partners over many years – competently and personally.