

## Press Release

### New brand identity is successful

## Bertrandt nominated for German Brand Award

**Ehningen, April 26, 2023 – The engineering service provider has developed a new brand identity. It has a clear focus on the people at the company, their sense of togetherness, and the unique technological services they provide. Bertrandt’s rebranding has been so impressively successful that it has now been nominated by the German Design Council for the German Brand Award in the categories “Excellent Brands – Industry, Machines & Engineering” and “Excellent Brands – Corporate Brand of the Year”.**

Bertrandt worked intensively on its rebranding process for around a year. The project group, which consisted of various departments, divisions, and the management board, concentrated on questions such as “What is our self image?” and “What makes us unique?”. “Our new brand identity is a clear expression of the characteristics that define Bertrandt. We approached our identity from different perspectives in order to inspire all our stakeholders in equal measure, because a brand can only succeed if it is conceived and developed holistically and implemented uniformly across all channels,” said Michael Lücke, Member of the Management Board.

The nomination for the German Brand Award, which is judged by a panel of experts from the German Design Council, demonstrates that the leading engineering service provider has been highly successful with its rebranding. In fact, Bertrandt has been nominated in not one but two categories for its new brand identity: “Excellent Brands – Industry, Machines & Engineering” and “Excellent Brands – Corporate Brand of the Year”.

“We are delighted by these nominations because they show that we have achieved one of our key aims: to convey our passion for Bertrandt to the outside world and to make us more visible as a B2B company. This new communication process represents more self-confidence and radiance. We want to emphasize the sense of togetherness that exists in our company. We achieve this through messages that express the team spirit behind every project and every challenge. Added to this is a warm, friendly world of images that focus on people and their exceptional achievements, emotionally conveying the “Bertrandt Way” that we live and breathe at our company. Almost automatically, the most important statement for us – “We are Bertrandt” – has become fully established as a new brand identity in the minds of our employees,” said Matthias Bienert, Head of Corporate Marketing and Corporate Communications.

The company was supported in the creation of this new brand identity by *follow red*, an agency for brand communication, which is based in Stuttgart. The award winners will be announced at a ceremony in June.

The German Brand Award is a competition organized by the German Brand Institute and has the purpose of making brand success visible. The Institute was created by the German Design Council and the brand consultancy GMK Markenberatung to highlight brand management as a crucial factor for the success of companies operating in competitive domestic and

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### KEY FACTS



“A brand can only succeed if it is conceived, developed, and implemented holistically.”



Nomination in the categories “Excellent Brands – Industry, Machines & Engineering” and “Excellent Brands – Corporate Brand of the Year”.



“We want to emphasize the sense of togetherness that exists in our company.”

international environments. The German Brand Award presented by the Institute is one of Germany's most important and prestigious brand awards.

Find out more at: [www.bertrandt.com](http://www.bertrandt.com)

**About Bertrandt**

Through our development performance, we accelerate technological progress and make a relevant contribution to a sustainable future. We are an independent and international development service provider with long years of automotive expertise. With cross-industry know-how and a holistic understanding of systems and products, we create technological solutions at any stage of the product development process. We deal with a focus on hot topics such as digitalization, e-mobility and autonomous systems, mainly for the automotive, aerospace and mechanical engineering sectors, and consistently facilitate the development of tailored solutions in these areas. We work on this every day – with around 13,000 employees at over 50 sites worldwide.