

Press Release

Company receives two awards for its new brand identity Bertrandt wins German Brand Awards

Ehningen, June 16, 2023 – Its rebranding has been a resounding success: the leading engineering service provider has received not one but two German Brand Awards for its new brand identity. Bertrandt was named “Winner” in the category “Excellent Brands – Industry, Machines & Engineering” and also received a “Special Mention” award in the category “Excellent Brands – Corporate Brand of the Year”. The German Brand Award is one of Germany’s most important and prestigious brand awards.

Bertrandt was presented with the German Brand Award in two categories for its new brand identity at an awards ceremony in Berlin. The company was named “Winner” in the category “Excellent Brands – Industry, Machines & Engineering” and also received a “Special Mention” award in the category “Excellent Brands – Corporate Brand of the Year”. The “Excellent Brands” discipline honors the best product and corporate brands in an industry.

“We are particularly delighted by these awards 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 by itself, 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.

Bertrandt spent around a year working intensively on its rebranding process. 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 clearer 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. Bertrandt was supported in the creation of this new brand identity by follow red, agency for brand communication, based in Stuttgart.

This year, more than 1,200 entries from 19 countries were submitted to the jury. The evaluation criteria that are considered for the presentation of an award include such aspects as differentiation from the competition, brand distinctiveness, sustainability, degree of innovation, continuity, and future viability. But factors such as the design quality of the brand image, consistency of the brand experience, and economic success also play a key role in the jury’s selection of winners.

PRESS CONTACT

Julia Schmid
T: +49 160 98628706
E: julia.schmid@bertrandt.com
E: presse@bertrandt.com

Bertrandt AG
Birkensee 1
71139 Ehningen

KEY FACTS



“Winner” in the category “Excellent Brands – Industry, Machines & Engineering” and a “Special Mention” award in the category “Excellent Brands – Corporate Brand of the Year”



“One of our aims was to make us more visible as a B2B company.”



Around 1,200 entries from 19 countries

The German Brand Award honors successful brand management in Germany. It showcases and awards unique brands and brand makers. The awards are presented by an independent, interdisciplinary jury consisting of representatives from companies, science, consulting, services, and agencies.

Find out more at: <https://www.bertrandt.com/en/>

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.