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**PRESS RELEASE**

## **Awarded as a top brand**

**Gutmann Bausysteme GmbH has received two prestigious awards from the renowned German Brand Award competition for the most successful brands in Germany.**

Weissenburg, June 11th, 2021 - The German Brand Awards were formed by Rat für Formgebung and GMK Markenberatung (the German Design Council and GMK Brand Consulting). The aim of these awards is to recognize exceptional brands of national and international companies. German Brand Award is generally regarded as one of the most important brand awards in Germany.

In the Building & Elements category, Gutmann Bausysteme was awarded the title of the "Winner". A "Special Mention Digital Brand of the Year" was awarded for the Gutmann sub-brand tuulo, the digital practical platform for planners, dealers and window manufacturers. Gutmann created the concept and implementation for the competition together with the design and communications agency Modulbüro (Siegen).

### **Professional brand management is awarded.**

In 2021, the German Brand Award achieved great international response with 1134 submissions from 17 countries. Experts evaluate the submitted concepts according to the criteria of independence, brand type, conciseness, differentiation from the competition and target group relevance. The Brand management should take into account aspects such

as sustainability, degree of innovation, continuity and future viability. Factors such as the design, quality, appearance, homogeneity and economic success of the brand also play a decisive role in the evaluation.

### **Successful communication with the market partners.**

"We are very pleased about these awards, which are based on a clear concept and a lot of detailed work," explains Arnd Brinkmann, Managing Director of Gutmann Bausysteme GmbH. He adds: "One approach to making the many advantages of our systems better known lies in the product-specific industry approach and in particular in the digital solutions. That is why digitalisation, including social media, also plays a decisive role in our brand strategy." With the comprehensive digital platform tuulo, Gutmann is transforming this strategy into practical benefits for customers. tuulo facilitates the planning, ordering and management of GUTMANN construction profiles and accessories. With clear cross-references, proximity to the umbrella brand is always created, while always communicating successfully with the market partners.

### **GUTMANN Bausysteme GmbH**

The globally active Gutmann Group is one of the leading manufacturers of high-quality aluminum products for the construction industry and manufacturing companies. The group of companies includes Gutmann Bausysteme GmbH and Gutmann AG with its subsidiaries Gutmann Aluminum Draht GmbH, Gartner Extrusion GmbH and NordAlu GmbH. The group of companies employs around 1,300 people at three production sites in Germany and generates annual sales of approximately 340 million euros. Founded in 1937, the company is headquartered in Weißenburg, Bavaria.