# German Brand Award 2019

# HOMAG Group again honoured for new brand image

## Schopfloch, June 11, 2019. The HOMAG Group received two awards at the German Brand Award 2019 for its new brand image. Together with the two awards at the beginning of the year at the German Design Award, the new branding of the HOMAG Group has now received a total of four renowned and internationally recognized awards.

## The holistic new branding of the HOMAG Group implemented in 2018 has now been awarded in the category "Excellence in Brand Strategy and Creation" in the two areas "Corporate Identity" and "Employer Brand of the Year". The jury honored the "outstanding brand work", especially the transformation from the old to the new design.

## The German Brand Award understands and rewards brands holistically, discovers and presents unique trends and promotes not only the winners, but the entire brand economy. The German Design Council and the German Brand Institute thus award prizes to successful brands, consistent brand management and sustainable brand communication. The German Design Council is one of the world's leading competence centres for communication and knowledge transfer in the fields of design, brand and innovation.



**Image:**Daniel Loddenkemper (Senior Manager Marketing) took receipt of the award.

**Image: Lutz Sternstein –** [**www.phocst.com**](http://www.phocst.com)

**Company Background**

The HOMAG Group is the world's leading provider of integrated solutions for production in the woodworking industry and woodworking shops. Its 14 specialized production sites, 23 Group-owned sales and service companies and approximately 60 exclusive sales partners worldwide make the company a unique system provider. Backed by a workforce of some 6,600 employees the HOMAG Group offers its customers solutions for digitized production, based on digital data continuity from point of sale through the entire production process, combined with a comprehensive software suite. In addition, the open ecosystem "tapio" (open Internet-of-Things platform) maps the data flow along the entire value chain of the timber industry. The HOMAG Group has been majority-owned by the Dürr Group since October 2014.

**If you have any questions, please contact:**

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