

## PRESS RELEASE

10 June 2021

### **derks brand management consultants once again receives the German Brand Award from the German Design Council**

The prestigious German Design Council and German Brand Institute have once again presented derks brand management consultants with the German Brand Award. The brand and business consultancy firm was recognised for its successful brand management in the 'Excellent Brands – Corporate Services' category at the 2021 edition of the awards. The competition celebrates the most innovative brands and the best strategies for brand consistency and long-term brand communication.

The German Design Council, Germany's leading authority on brand and design, has an independent jury of highly acclaimed experts who select outstanding brand builders to receive the coveted award. It was presented to the Munich-based boutique consultancy firm on 10 June 2021 at the first virtual awards ceremony as part of the German Brand Convention – a dialogue-based event for networking and sharing expertise.

Hansgeorg Derks, founder and owner of the firm, shares his delight: 'We're extremely proud that we have once again been honoured with the prestigious German Brand Award. The whole team is delighted to be given recognition for the consistent brand management that we deliver for our clients day in day out. We aim to continue giving these companies clear, expert and long-term brand positioning in their respective sectors, maintaining consistency and adhering to the highest standards. More so than ever we believe in the importance of a brand as a contributing factor to the long-term success of a business.'



Hansgeorg Derks, founder and owner of derks brand management consultants, and his team are happy about receiving the German Brand Award.

The initiator: German Design Council

The German Design Council is an independent, international institution that helps companies to communicate their brand and design expertise while also seeking to foster a stronger appreciation of design among the wider public. Established as a foundation in 1953 by the Federation of German Industries and several leading companies following a proposal by the German Bundestag, the German Design Council champions the promotion of brand and design with its competitions, exhibitions, conferences and publications. The foundation currently counts more than 300 German and international companies among its members.

The award recipients: derks brand management consultants

Hansgeorg Derks founded derks brand management consultants in 2012. The brand and business consultancy firm supports leading companies – mainly from the furnishings, kitchens, Sanitary, household appliances, architecture and sports sectors – with their individual brand development and positioning, as well as their sales development.

Its international client portfolio includes Rolf Benz, hansgrohe and Panerai, as well as medium-sized family businesses and fellow 'Excellent Brands' award recipients BORA, Occhio, Schüller and Wagner. The approach and philosophy applied to every consultancy project is that a clearly managed brand increases a company's sales, revenue and profit and is an intangible value creator. In 2018 derks brand management consultants received the 'Beste Berater für den Mittelstand' (best consultants for medium-sized businesses) title, presented by former German President Christian Wulff. The German Design Council also presented the consultancy firm with a German Brand Award in 2019.

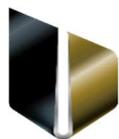
For more information, please visit: [www.derks-bmc.de](http://www.derks-bmc.de).

Contact:

Klaudia Meinert

klaudia.meinert@derks-bmc.de

Tel: +49 (0)89 75999 05 11



german  
brand  
award  
19  
winner



2018

derks brand management consultants

Sträuberstraße 18

D-81479 Munich

T +49 89 75 999 05-0

F +49 89 75 999 05-25

info@derks-bmc.de

www.derks-bmc.de

Headquarters Munich/Germany

Managing Director Hansgeorg Derks

Tax-ID number DE 291214066