

Press release.

For immediate publication

Brand work that pays off: The Felss Group is one of the major German design brands in 2020.

This year's Design Gala of the German Design Council took place on 19 September 2019 in Berlin's Soho House. In its book "Die großen deutschen Marken 2020", the German Design Council presented which German companies and brands are role models within the German brand landscape. The Felss Group, solution provider in the field of cold forming of tubes as well as solid materials and specialist for the automotive industry, is also part of it.

The German Design Council brings together brand specialists from a wide range of product categories and young design talents at the annual Design Gala and offers a wide range of interesting networking opportunities. The common interest in design has brought together the German Design Council and Lilo Fee Dittmann, Director Marketing & Communications of the Felss Group, and made them into cooperation partners. "We are very pleased to be represented in the book of the major German brands," comments Lilo Fee Dittmann, who accepted the book edition on behalf of the Felss Group in Berlin. "This underlines that our efforts in brand work are paying off this year! In addition to our inclusion in the book of the major German brands 2020, the fact that we won the German Brand Award and that Felss was accepted as a foundation member of the German Design Council confirms that our unconventional brand work also attracts attention outside our industry and is well received".

Representatives of the companies portrayed in the book as well as leading personalities from business, culture and politics were invited to the event. The evening offered numerous occasions for an informative exchange in an extraordinary atmosphere. The Felss Group has been a foundation member of the German Design Council since July 2019, after Felss had won the renowned German Brand Award for the first time in June. This international industry award for brand management is presented once a year by the German Design Council and the German Brand Institute Foundation and honours the best of the best: innovative

brands, consistent brand management and sustainable brand communication, as well as pioneering personalities and companies from the brand world.

optional:

Since its foundation in 1953, the German Design Council has been Germany's unique lobby for companies that understand and use design as a success factor for their brand management. The more than 300 foundation members share the conviction that it is the triad of brand, design and innovation that makes long-term corporate success possible. Since July 2019, the Felss Group has also been part of the globally anchored network.

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Images

A selection of pictures is available to you under the link sent along.



Caption: Lilo Fee Dittmann (Director Marketing & Communications) at the Design Gala 2019 in Berlin Soho House

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About the Felss Group

THE FELSS GROUP

The Felss corporate group, founded in 1905, is a provider of solutions in the field of cold forming of tubes and solid materials and a specialist for the automobile industry. Since the integration of the HMP companies purchased in May 2019, Felss now also serves numerous customers in other sectors. Among these are customers from industry, aviation and precision mechanics.

As lightweight construction experts, we develop optimal processes, machines or also the finished product in component manufacturing for our customers. Around 1,100 employees work worldwide at our nine locations in Germany, Switzerland, the USA, China and Slovakia.

FELSS SYSTEMS

Machines, production systems and processes developed optimally.

FELSS ROTAFORM

Component manufacturing by specialists – including in high volume.

The Management Board of the Felss Group:

Reinhard Pfendtner (Chief Operations Officer)

Ute Salzbrenner (Chief Financial Officer)

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