



GEGGUS GmbH from Weingarten wins the 2022 German Brand Award



The effort has paid off. Erich Dichiser, Managing Director Kai Geggus and Thorsten Schwanninger with the 2022 German Brand Award

Premium-class entrance matting systems: The doormats particularly demonstrate their durability in frequently used areas and are now to be found, for example, in entrance halls at airports and shopping centres around the globe. Around 60 employees work at the Weingarten site, producing several thousand square metres of entrance mats per year. GEGGUS GmbH's sturdy doormat is a brand product.

It's not the mat that is important here, though. The award is based on the brand's online presence. Upon relaunching their website, the mat experts applied for the German Brand Award, asserted themselves over the competition and received the title "Winner" in the "Brand Strategy – Web & Mobile" category. A strict nomination procedure and committees of experts guarantee a high level of quality in the competition. The festive awards ceremony took place on 9 June 2022 in Berlin.

Competitive edge thanks to timeless values

GEGGUS is taking the next step – out into the world and towards its customers. In the course of internationalisation, the company's web strategy is becoming key to comprehensive service and sustainable communication. Using state-of-the-art web technologies, the company banks on customer proximity and presents uniform websites in

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the national languages of its respective branch offices. Doing without the need for cookie consent, the website offers user-friendly navigation and also gives users the option of configuring their personal entrance mat on their smartphone.

Since its founding, the company has been taking steps to open up to a wider world. Kai Geggus, the third generation of the Geggus family to lead the company, is consistently following this strategy and working together with Erich Dichiser (EDM Media Design) and Thorsten Schwanninger (MEDIA ART EVENT) to take it to a new level.

Incidentally, the innovative company has already received multiple awards in the past, including the 2016 German Design Award and the 2017 ICONIC Award Best of Best.

History of the German Brand Award

The German Brand Institute was established to underscore the importance of brand management as a decisive success factor for companies in the face of national and international competition. The German Brand Institute was initiated by the German Design Council, an independent institution with international operations. It supports companies in efficiently communicating design expertise, while at the same time aiming to reinforce the understanding of design among the general public. Established as a foundation by the Federation of German Industries and several leading companies in 1953 on the initiative of the German Parliament, the German Design Council strives to promote design and brands with its competitions, exhibitions, conferences, seminars and publications. The group of donors for the German Design Council comprises approximately 300 domestic and foreign companies.

Further information at www.geggus.de