**Press information**

**StrikoWestofen GmbH**, Hohe Straße 14, **51643 Gummersbach,** Germany

Reprint free of charge. Please send a copy and any inquiries to: **dako pr**, Manforter Straße 133, 51373 Leverkusen, Germany Tel.: +49 (0) 2 14 / 20 69 10

05/16-09

StrikoWestofen Group (Gummersbach)

**And the winner is…**

StrikoWestofen receives German Brand Award for successful brand management

**The StrikoWestofen Group (Gummersbach, Germany), well-known all over the world for its work in the field of dosing and melting furnaces for the light metal industry, is one of the recipients of the “German Brand Award 2016”. In the category “Brand Fairs & Events”, an independent jury honoured the company presentation at the international foundry trade fair “GIFA 2015”. “This makes us doubly proud, for our technologies are a real boon for modern foundries,” manager Rudi Riedel explains.**

To make the brand position of a world market leader experienceable at the fair booth – that was the declared communicative aim of the StrikoWestofen Group for the international foundry trade fair “GIFA 2015” in Düsseldorf. This ambitious vision of the Gummersbach builder of industrial furnaces has now come to fruition: a jury consisting of representatives of industry, universities, agencies, consultancies and the media presented the company with the “German Brand Award” in the category “Brand Fairs & Events”. The official award ceremony took place in Berlin in front of 200 invited guests. The competition is designed to strengthen brand management as a success factor in national and international competition. To ensure high quality standards, participation is preceded by a nomination process. “We didn’t want a regular fair booth, but a “place to be” with lots of atmosphere. The crowds coming to our booth showed us that our concept was a complete success,” is how StrikoWestofen manager Rudi Riedel summed it up.

**Attested excellence**

StrikoWestofen was able to hold its own in the competition class “Excellence in Brand Strategy, Management and Creation”. The fair booth was designed by the Osnabrück agency Monsun Media. The agency, which is also responsible for the corporate design of the furnace manufacturer, was able to realize the task in a made-to-measure way: dominance in the sector and product quality were reflected by the fair booth in the corporate colours red and white with a piano lacquer finish. At the same time, a diagonally positioned central axis provided for a lavish spatial experience. The meeting areas were arranged like a grandstand, with the exhibits – a “Westomat Plus+” holding and dosing furnace and the pneumatic transport system “Schnorkle” - placed at the centre. “The design was a perfect expression of the brand identity of our company. The international specialist audience at the GIFA was also delighted with the design of our fair booth,” Riedel remembers. “It allowed us to have good talks in a great atmosphere. A boon all along the line!”

This text can also be accessed online under **www. strikowestofen.com** (under “News and Press”) or [**www.dako-pr.de**](http://www.dako-pr.de)(under “Service”).

**Captions**

**[16-09 Fair booth]**

*Excellent brand management: the “GIFA” fair booth of StrikoWestofen (Gummersbach) won the “German Brand Award” in the “Brand Fairs & Events” category.*

Image: StrikoWestofen.

If you have any inquiries please contact:

StrikoWestofen Group dako pr corporate communications

Katharina Seidler Sina Thiemicke

Tel.: +49 (0)22 61 – 70 91 108 Tel.: +49 (0)2 14 – 20 69 1-0

Fax: +49 (0)22 61 – 70 91 51 08 Fax: +49 (0)2 14 – 20 69 1-50

Mail: kse@strikowestofen.com Mail: s.thiemicke@dako-pr.de