

Kusch+Co awarded with “Gold” at the German Brand Award 2024 for “Quality is irreplaceable”



Photo credits: German Design Council | Foto: GRAND VISIONS

- -“Gold” was awarded for “Quality is irreplaceable” in the category Excellence in Brand Strategy and Creation: Brand Design – Product Brand
- With the principle “Quality is irreplaceable”, Kusch+Co stands for over 80 years of know-how in the creation and production of needs-oriented seating and space solutions
- German Brand Award is one of the most important German prizes for exemplary brand management, sustainable campaigns and exceptional marketing project

With the German Brand Awards, the German Design Council honours personalities and companies that are pioneers in the world of brands and offers them a stage. They discover and present unique trends, the strongest campaigns, concepts and strategies in individual specialist disciplines. This year, winning “Gold” Kusch+Co outperformed the top-tier competition in the discipline "Excellence in Brand Strategy and Creation". The jury selects only one “Gold” award winner per category for outstanding achievements within industry or discipline.

The award ceremony of the German Brand Award 2024 and the German Brand Convention took place on June 13, 2024 in Berlin. The award was received by Corinna Graf, Head of Marketing DACH, and Silvia Fuchs-Hochmuth, Graphic Design Team DACH.

Company contact

Kusch+Co GmbH

Franziska Steinhoff
Gundringhausen 5
59969 Hallenberg
M +49 173 666 53 91
E f.steinhoff@kusch.com
www.kusch.com

„We are honoured that the brand strategy of Kusch+Co was distinguished with this prestigious prize – says Corinna Graf. – “Quality is irreplaceable” is our guiding principle, coined by the company’s founder Ernst Kusch. It is deeply rooted in our corporate policy and runs throughout all processes and divisions – it’s our motivation, which drives us to research and fulfil the needs of our customers, because the users are in the centre of our interests.

By awarding “Quality is irreplaceable” with “Gold”, the jury stated:
Kusch+Co is an internationally active manufacturer of high-quality seating furniture and room solutions in the private and public sectors, with the furnishing of airport waiting areas representing an important business segment worldwide. With more than 80 years of expertise, high standards of quality, functionality and an elegant, forward-looking design language, the brand has firmly positioned itself on the market. The fact that the needs of the users are always at the centre of the design of the collections is part of the outstanding brand strategy and is reflected not only in the timeless, iconic products, but also in the formally clear and clean corporate design, which adequately represents the range.

One of the most important international prizes

Initiated by Germany’s design and brand authority and judged by a high-calibre panel of experts from the brand industry and brand science, the German Brand Award is the award for successful brand management in Germany.

The German Brand Awards competition is open to companies, agencies, service providers and marketers from all sectors worldwide. With a gross reach of around 315 million contacts annually, the German Brand Award is the marketing award with the widest reach in the German-speaking world and is becoming increasingly international. In the direct competitive environment, the German Brand Award ranks first nationally and second internationally.

About Kusch+Co

Kusch+Co (kusch.com) is a design-driven brand recognized around the world for its excellent quality, exceptional design of furniture and specialized solutions for healthcare facilities and passenger terminals.

At Kusch+Co, quality has always been irreplaceable. This concept translates not only into the products, their design, materials and precision, but also into the general approach.

As a man is in the centre of the brand’s interest, Kusch+Co wants to give him the quality, that can truly support his dynamic work- and lifestyle, his everyday and the environment he lives in.

Since 2019, Kusch+Co is a part of Nowy Styl.

Hallenberg, June 2024

Printing, publication free of charge / specimen copy requested

www.kusch.com

[Facebook](#)

[Instagram](#)

www.nowystyl.com