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Awarded by the German Design Council:

Melitta Professional receives German Brand Award

Melitta Professional has received the German Brand Award 2022 for outstanding brand management. The German Design Council nominated and awarded the company's new brand identity in the category "Excellence in Brand Strategy and Creation". In cooperation with the design partner Gruppe für Gestaltung (GfG) and the communication partner Leonhardt & Kern, Melitta Professional has repositioned its own brand and realigned its entire brand identity.

At the award ceremony in Berlin, Markus Reinhardt, Head of Market Activation, Digital Products and Solutions at Melitta Professional, accepted the prestigious award together with GfG's senior designers, Ole Bergmann and Michael Rommel. "After the extremely positive feedback in the company and from our customers and partners, the recognition with the German Brand Award is another great confirmation that we have taken the right path with the brand relaunch," comments Markus Reinhardt.

At the heart of the new brand identity is the identity of Melitta Professional. As a holistic partner for needs-based system solutions in the out-of-home market, the

Melitta Professional Coffee
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Melitta Group company offers its commercial customers everything from a single source: special coffees, professional coffee machines, the company's own technical customer service, digital solutions and tailor-made financing. The new corporate design with new colors, clear lines and independent word and figurative mark "Melitta® PROFESSIONAL", combines the umbrella brand "Melitta" with the competence of the company to work for "professionals".

"We have moved the identity of Melitta Professional as a holistic partner into the heart of the brand and translated it into a straightforward brand design," explains Björn Voigt, Managing Director of the responsible design agency GfG. "The roll-out of the new appearance is taking place all over the world," reports Jens Greisinger, Managing Director of communication partner Leonhardt & Kern. "It covers all communication channels, all customer touchpoints and the entire product portfolio."

The typical Melitta lettering has been retained in the new company logo, which also replaces the Melitta brand logo (white Melitta lettering on red flag) on Melitta Professional products. However, the well-known brand logo does not disappear completely: Where a meaningful integration into the medium is possible, the red Melitta flag reappears as an accompanying refinement, by no means dominant, but at a reasonable distance from the company logo and superimposed on its narrow

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side. The highlight: Melitta Professional products can also be recognized by the fact that they use the Melitta flag in vertical orientation. The flag thus becomes a label and seal of quality.

Bringing out strengths even better

The new website not only describes the comprehensive product portfolio but also provides insight into the underlying competencies. For example, in the technologies of coffee machines, coffee machine production in Minden, Melitta's coffee expertise, customer service and the infrastructure for digital services. Melitta Professional has also given the topic of sustainability a special position on the website. "The new corporate design creates a wide range of opportunities to leverage our strengths as a holistic solution and system provider even better," reports Markus Reinhardt.

One of the most important German brand awards

The German Brand Award is presented annually and is one of the most important brand awards in the German-speaking world. A jury of experts from business and science honours unique brands, the initiator of the award is the German Design Council, an independent and internationally active institution for the promotion of design, brand and innovation. In 2022, the German Brand Award received a great international response with around 1,200 submissions from 19 countries.

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Melitta Professional

A passion for coffee enjoyment since 1908. With fully-integrated expertise for coffee, coffee machines, customer service, digital solutions and finance, we support our partners in the out-of-home market according to their specific requirements. Globally, in more than 50 countries, with 11 national subsidiaries and many distribution and service partners. Our customers are represented wherever reliably superior quality coffee to stay or coffee to go is in demand. The sectors are as diverse as the solutions for our partners: Hotels & Restaurants, Large & Small-scale Catering, Bakers & Convenience Stores, Cafés & Coffee Shops, Commercial & Retail, Work & Office. That's Melitta Professional.

The new website:

www.melitta-professional.com

The video on the brand relaunch:

https://www.youtube.com/watch?v=h-DMb6W_Ysl

Photos here: Press & News (melitta-group.com)

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