

PRESS RELEASE

German Brand Award 2018 for Thimm!

Berlin/Northeim, 21 June 2018. Thimm has won the German Brand Award 2018 for its brand THIMM THE HIGHPACK GROUP. This was announced by the jury at the awards ceremony on June 21 in Berlin. With this award the German Brand Institute and the German Design Council distinguish those companies, who through their excellent brand management, differentiate themselves from the competition. The criteria primarily include the innovativeness of a particular brand, consistent brand management and sustainable brand communication. Thimm has won in the “Industry Excellence in Branding” category.

“We are delighted with this special award,” says Michael Weber, Director Corporate Marketing at Thimm Group. “We laid the foundations for this back in 2007 with the introduction of the umbrella brand THIMM THE HIGHPACK GROUP under which we brought together the individual areas of our expertise into our comprehensive service provision. Since then we have deployed consistent and effective measures to implement our strategic branding. A strong brand creates trust and security for our customers whilst at the same time enabling our employees to identify closely with the company. To win the German Brand Award confirms this.”

The German Brand Institute was created by GMK Markenberatung and the German Design Council. The Institute’s aim underlying this award is to emphasise the significance of brands as decisive success-factors for companies. The jury is compiled of high-calibre representatives from business and science. Participation is solely via nomination which underlines the importance of the award. Previous award winners include prestigious brands such as AXENT, Durable, Edding, Kaldewei, Koelnmesse, KYOCERA, LAMY, Lufthansa Systems, Ledlenser, Motel One, RTL II, Telekom and Vorwerk.

About Thimm:

Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products for further industrial processing. The company's product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has more than 3,000 employees at 19 sites in Germany, Czech Republic, Romania, Poland, France and Mexico and generates annual revenues of 601 million euros. More information at www.thimm.com.

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