

PRESS RELEASE

German Brand Award 2019:

CARTONARA wins award in the “Digital Brand of the Year” category

Northeim, 07 June 2019. Thimm has won two awards for the CARTONARA brand at the German Brand Award 2019 and was commended in the “Trade, Retail & E-Commerce” and “Digital Brand of the Year” categories. The international competition honours the best products and corporate brands.

Every year the expert body of the German Design Council rules on admission to the independent competition. This nomination process safeguards the excellence of the German Brand Award. The organisers, the German Brand Institute, announced the results of outstanding brand management in June in Berlin. The expert jury evaluated a range of criteria, such as independence and brand distinctiveness, brand perception, the degree of innovation, sustainability, future viability and economic success. The CARTONARA brand competed in the Excellent Brands contest in the “Trade, Retail & E-Commerce” category with food retailers, fashion chains, comparison portals and other webshops and prevailed as “winner”. In the same competition category the jury also awarded a “Special Mention” to the CARTONARA brand for specific aspects of the brand management in the extra category of “Digital Brand of the Year”.

After the awards ceremony, Michael Weber CARTONARA Managing Director, said “we are delighted to have received two awards for our CARTONARA brand. Through this brand Thimm has laid the foundation for digital business models. As soon as we launched our first e-commerce start-up we implemented the new brand in our online shop and social media channels.” Cartonara is a business division of the Northeim-based Thimm Group and since March 2018 has been supporting the company’s positioning in the e-commerce market. The online shop sells standardised packaging made of corrugated cardboard and added-value accessories for the optimum distribution of goods. “Winning awards at the German Brand Award demonstrates that we are successfully communicating our e-commerce positioning through the brand and creating a brand experience” added Weber.

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



CARTONARA

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 3,200 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 645 million euros.

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