



## Collaboration between ebm-papst and wob distinguished with GWA Profi Award

Mulfingen, Düsseldorf, Germany, 2011-06-22

Together with the wob agency, fan specialist ebm-papst has won the coveted "GWA Profi Award" for the second time since 2009 for its successful business-to-business communication.

In the "Industrial Goods" category, the jury was persuaded by the communication measures for "GreenTech," ebm-papst's corporate strategy for promoting energy efficiency and resource conservation. The jury awarded the agency the first prize in this category.

"We have consistently pursued our aim of successfully emotionalising B2B brands. Now we are able to reap the fruits," said Gudmund Semb, CEO of wob, celebrating at the awards ceremony.

Kai Halter, International Sales Marketing Manager at ebm-papst, observed: "Now ebm-papst is demonstrably being perceived as the foremost green company in the industry. GreenTech summarises our aspirations in this area and continues what we began in 2003 with our worldwide renaming and the development of our uniform image."

wob AG has been working since 2003 as the international lead agency for ebm-papst, the world market leader of fans and motors.

**Photo:** ebm-papst was distinguished with the German "GWA Profi" marketing award. From left to right: Kai Halter, International Sales Marketing Manager, ebm-papst Mulfingen GmbH & Co. KG; Kurt Klein, wob AG Executive Board; Franz Lipinski, wob AG Key Account Manager; Frank Merkel, wob AG Executive Board.

### **About the GWA Profi Award**

The GWA Profi Award is among the most significant distinctions for B2B brand communication in Germany and this year it was awarded for the fourth time. The jury bases its decision on clear statements concerning the brand and communication strategy as well as evidence of success and effectiveness. With regard to execution of the strategy, the experts pay particular attention to consistency, integration of messages over multiple channels, creative implementation and consistent delivery of the brand promise.

Hauke Hannig  
Press Spokesperson / Assistant to  
the Chairman of the Board of  
Managing Directors  
ebm-papst Group  
Phone +49 7938-81-7105  
Fax: +49 7938 / 81-97105  
Mobile: +49 171 / 36 24 067  
Hauke.Hannig@de.ebmpapst.com  
[http://twitter.com/ebmpapst\\_news](http://twitter.com/ebmpapst_news)  
[www.ebmpapst.com](http://www.ebmpapst.com)

Author: Linda Hener  
Press Office Intern  
Phone +49 7938 / 81-7949  
Linda.Hener@de.ebmpapst.com

[presse@de.ebmpapst.com](mailto:presse@de.ebmpapst.com)

Page 1 of 2



## Collaboration between ebm-papst and wob distinguished with GWA Profi Award

### About ebm-papst

The ebm-papst Group is the world's leading manufacturer of fans and motors and is a pacesetter for the ultra-efficient EC technology. In the last fiscal year 2010/2011, the company generated turnover of more than 1.3 billion Euro. ebm-papst employs approximately 11,000 employees worldwide at 17 production facilities (including those in Germany, China and the USA) and 57 sales locations. Products of the global market leader are represented in many industries, including ventilation, air-conditioning and refrigeration technology, household appliances, heating engineering, in IT/telecommunications applications, as well as those in automotive and commercial vehicle engineering.

More information can be found at [www.ebmpapst.com](http://www.ebmpapst.com) or is available from Hauke Hannig – [hauke.hannig@de.ebmpapst.com](mailto:hauke.hannig@de.ebmpapst.com) – +49 7938 - 81-7105

Hauke Hannig  
Press Spokesperson / Assistant to  
the Chairman of the Board of  
Managing Directors  
ebm-papst Group  
Phone +49 7938-81-7105  
Fax: +49 7938 / 81-97105  
Mobile: +49 171 / 36 24 067  
[Hauke.Hannig@de.ebmpapst.com](mailto:Hauke.Hannig@de.ebmpapst.com)  
[http://twitter.com/ebmpapst\\_news](http://twitter.com/ebmpapst_news)  
[www.ebmpapst.com](http://www.ebmpapst.com)

Author: Linda Hener  
Press Office Intern  
Phone +49 7938 / 81-7949  
[Linda.Hener@de.ebmpapst.com](mailto:Linda.Hener@de.ebmpapst.com)

[presse@de.ebmpapst.com](mailto:presse@de.ebmpapst.com)

Page 2 of 2