

## ebm-papst distinguished with the German "GWA Profi" marketing award

Hauke Hannig  
Assistant Managing Director  
Press Spokesperson  
Tel: +49 7938 / 81-7105  
Fax: +49 7938 / 81-97105  
Hauke.Hannig@de.ebmpapst.com

06.07.2009 - Page 1 of 2

Mulfingen/Düsseldorf,

Last week, the German Association of Communications Agencies (GWA) presented the "GWA Profi" marketing award in the area of business customer communication for the first time. ebm-papst was honoured here for its brand identity with the first prize in the industrial goods category.

"The brand concept is gaining increasing significance in the B-to-B sector. Not only the hard technical facts decide the success of a company in global competition, but also soft factors such as reputation, trust and subjective security," said GWA President Peter John Mahrenholz during the awards ceremony.

As part of a reorientation, ebm-papst has collaborated with its agency wob to position the single brand ebm-papst from three companies rich in tradition: ebm, Papst and mvl.

In doing so, ebm-papst has accomplished the development of three regionally thinking companies into the medium-sized world market leader of air technology and drive engineering with a turnover over 1 billion EUR and some 10,000 employees worldwide.

"All company locations actively support the joint communication strategy," said Thomas Borst, Managing Director of Sales of the ebm-papst group concerning the success of the brand. "As a result, the uniform presentation of ebm-papst has contributed significantly to the increase of awareness, affinity and trust in the brand," according to Borst.

**Image caption:** ebm-papst distinguished with the German "GWA Profi" marketing award

from l. to r.

Kurt Klein, Managing Director – wob AG, Thomas Borst, Managing Director of Sales – ebm-papst Group, Kai Halter, Sales Marketing Manager – ebm-papst Mulfingen GmbH & Co. KG, Gerrit Rabenstein, Marketing Director – iq media marketing GmbH

### About ebm-papst

The ebm-papst Group is the world's leading manufacturer of fans and motors and is a pioneer and pacesetter for the ultra-efficient EC technology. In the last fiscal year, 08/09, the company achieved a turnover of 1.056 billion EUR. ebm-papst employs nearly 9,700 employees at 17 production sites (including those in Germany, China and the USA) and 57 sales offices world-wide. 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.

## **About the GWA Profi Award**

The GWA Profi, announced annually by the German Association of Communications Agencies (Gesamtverband Kommunikationsagenturen GWA), is the brand award for B-to-B communication given to professional decision-makers. The objective of the award is to commend comprehensive, creative and long-term application of B-to-B brand communication and its presentation to the public.

The top-class jury of industry representatives and academic experts are the content and formal consistency of the communication, integration of the messages across multiple channels, creative implementation and consistent delivery on the brand promise.

Clear statements about brands and communication strategy as well as proof of success and effectiveness are also factors that enter into the jury's decision.

According to the GWA, hardly any other communications discipline has advanced qualitatively in the past years as strongly as B-to-B brand communication. With this award, therefore, the German Association of Communications Agencies (GWA) strives to pay tribute to the high achievement and demonstrable success of B-to-B communication.