

# Willi Schillig Polstermöbelwerke GmbH & Co. KG

## Guest Post: W.SCHILLIG is the winner of the German Brand Award 2021

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### German Brand Award 2021

#### W.SCHILLIG is the winner of the German Brand Award 2021

Initiated by Germany's design and brand authority, judged by a top-class panel of experts from brand management and brand science: The **German Brand Award** is the award for successful brand management in Germany. It discovers, presents and awards unique brands and brand builders. With 1134 entries from 17 countries, the German Brand Award 2021 achieved a great international response.

W.SCHILLIG was awarded the »**Winner**« prize in the **Excellent Brands – Interior & Living** category for outstanding brand work.

Erik Stammberger, CEO and owner of the Schillig Group:

»The whole W.SCHILLIG team is very happy about this award, which we see as an appreciation for our consistent brand work over the last few years. Creative ideas have been transformed into concrete concepts and these have been excellently received by the market. For this, I would like to express my sincere thanks to both our customers for their support and the jurors for their choice. This award is confirmation for us that the W.SCHILLIG brand is on the right track. We are particularly proud of this!«

The jury is made up of independent, interdisciplinary experts from companies, science, consulting, services and agencies. The entries are evaluated according to the criteria of independence and brand typicity, brand distinctiveness, differentiation from the competition and target group relevance. Brand management should take into account aspects such as sustainability, degree of innovation, continuity and future viability. Factors such as the design quality of the brand presence, the homogeneity of the brand

experience and the economic success also play a decisive role in the judging process.



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