

PRESS RELEASE

Recognition for ambitious corporate communication

Klüh online magazine nominated for German Brand Award 2024

Düsseldorf, 26.03.2024 – Having been awarded for its digitalised recruiting process last year, the multi-service provider Klüh has now once again been nominated for the German Brand Award. The prize is awarded by the German Design Council, Germany's design and brand authority, and the German Brand Institute in recognition of the best product and corporate brands as well as the strongest campaigns, concepts and strategies. Klüh is represented in the category "Brand Communication – Storytelling & Content Marketing" with its online magazine *Klüh4all*.

The long-standing Düsseldorf-based company has been using the corporate channel since January 2023 to provide regular, detailed insights into its infrastructural services for modern, sustainable building management in a changing world of work. In this way, the company seeks to communicate its expertise in facility management and its practical experience to a wider audience and thus raise awareness of what Klüh and its services are all about.

"Our corporate communication strives to make complex topics from the specialist areas of the Klüh Group accessible in a way that is appealing and user-friendly. So it's especially gratifying that our daily work has now been recognised through the nomination for the German Brand Award", explains **Sarah Latton**, Head of Marketing & Communication at Klüh Multiservices.

In the next step, an interdisciplinary jury of ten will evaluate the companies nominated based on a range of criteria such as independence and brand typology, differentiation from the competition and target group relevance. Factors such as sustainability, degree of innovation, continuity and future viability also play a decisive role in the jury process. The winners of the German Brand Awards 2024 will then be announced at an award ceremony on 13 June in Berlin.

About Klüh:

Klüh Service Management GmbH is a global multi-service provider from Düsseldorf. Founded in 1911, the family-run company has decades of experience in the area of infrastructural services. The divisions Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With more than 58,000 employees in seven nations, the company achieves sales of around 923 million Euros (2022). For further information see www.klueh.de.

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