



PRESS RELEASE

Recognition for innovation in the recruiting process

Klüh nominated for the German Brand Award 2023

Düsseldorf, 07.02.2023 – The multi-service provider Klüh is among the exclusive circle of nominees for the German Brand Award 2023. The award is presented by the German Design Council, Germany's design and brand authority, and the German Brand Institute to the best product and corporate brands as well as the strongest campaigns, concepts and strategies. Klüh is represented in the category "Digital Solutions & Apps" with its future-oriented function that enables prospective employees to apply for jobs on its job portal via WhatsApp.

The new application channel launched in 2022 offers a particularly intuitive candidate journey to supplement the established quick application process in the desktop application. With the launch of the application via WhatsApp, Klüh is a pioneer of the simplified application process in the nationwide facility services industry.

"We are delighted by the nomination, as it shows that our recruiting strategy, which has been further developed against the background of an increasingly competitive labour market, is very well received. Moreover, the nomination motivates us to continue on our chosen path and to continuously improve", says **Viktoria Kaiser**, HR Manager at Klüh Multiservices.

At the beginning of March, an interdisciplinary jury of eight will select the nominated companies 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. If Klüh is able to convince the jury, it will head to Berlin for the award ceremony on 15 June.

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 departments Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With more than 52,000 employees in seven nations, the company achieves sales of around 814 million Euros (2021). For further information see www.klueh.de.

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