



PRESS RELEASE

Recognition for innovation in the recruiting process

Klüh wins prestigious German Brand Award 2023

Düsseldorf, 20.06.2023 – The multi-service provider Klüh is among the exclusive circle of winners of the German Brand Award 2023. This award is presented by the German Design Council, Germany's design and brand authority, and the German Brand Institute for the best product and corporate brands as well as the strongest campaigns, concepts and strategies.

Klüh won in the category "Digital Solutions & Apps" with its future-oriented function that enables prospective employees to apply via WhatsApp on the company's job portal. Launched in 2022, the application channel offers a particularly intuitive candidate journey to supplement the quick application process in the desktop application. With the start of the application via WhatsApp, Klüh is a pioneer of the simplified application process in the nationwide facility services industry.

"I am delighted by the award, as it shows that our recruiting strategy, which we have further developed against the background of an increasingly competitive labour market, is very well received. My thanks go to the jury, my colleagues and our software service provider PitchYou, all of whom made this success possible," said **Viktoria Kaiser**, HR Manager at Klüh Multiservices.

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 almost 58,000 employees in seven nations, the company achieves sales of around 923 million euros (2022). For further information see www.klueh.de.

Contact: Klüh Service Management GmbH | Julian Kerkhoff | Tel.: 0211 9068-304 | j.kerkhoff@klueh.de