

Brose Distinguished for its Worldwide Image

Coburg (15. January 2009)

As part of the competition for the German Prize for Three Dimensionality (DP3D), the Brose Group's globally uniform brand concept was distinguished with the "Goldene Flamme 08" in the buildings/company buildings category and received the rating of "outstanding."

With this distinction, awarded this year for the third time, the publisher Süddeutscher Verlag onpact recognizes buildings designed by German-speaking designers that uniquely convey and make visible brand identity.

Throughout Germany, 200 companies, designers and architects participated in the competition; a total of 38 buildings were nominated in the categories buildings/company buildings, environment/interior design, environment/temporary architecture, product world/functional design and facilities/furniture.

The jury of business, media, academic and design experts included, among others, Gert Volker Hildebrand (head of design for Mini) and Professor Werner Kintzinger (Design Dept., Coburg University of Applied Sciences).

Since Brose's creations are invisible to drivers and can only be experienced when doors, windows, liftgates, seats, seatbelts, sunroofs etc. are used, the company decided to shape and integrate the "Brose brand" globally using all of the company's visible elements.

These include:

- the design, façades and colors of all factory and administrative buildings,
- the design and interior design of all production and office spaces,
- all entrance areas and conference rooms,
- the facilities for meals, health and fitness,
- all company vehicles, including employee-leased cars worldwide,
- company working and athletic wear,
- all printed material and media (films, presentations, Internet).

The guidelines for these designs were timeless colors (exclusively b/w scale, natural wood and red [company logo]), maximum transparency, both within all buildings as well as externally (publicity), and greatest possible flexibility with regard to facility use, working hours and reward systems.

In addition to external planners and architects, Michael Stoschek and in particular his wife, Gabriele, had a decisive part in the conception, design and global implementation of this modern working environment.