

Press release

ENEXIO wins the German Brand Award 2017



Mr. Jetmir Shaini (Head of Marketing & PR at ENEXIO) together with Mr. Marcus Brans (Head of Communication & Senior Consultant at Triton Partners) at the Award-Show in Berlin.

Herne/ Berlin – July 3, 2017 – The brand ENEXIO – name and symbol for process and power plant cooling – was awarded a prize for its outstanding brand management over the last few years in the category of “Machines & Engineering.” The award ceremony took place as part of a festive event in Berlin on June 29, 2017.

The history of ENEXIO extends back to 1935 when company founder Otto Happel, in collaboration with engineer Dr. Kurt Lang, developed the first air-cooled condenser for stationary steam turbines. Almost 80 years later, GEA Group AG sold its heat exchanger segment with headquarters in Bochum to Triton Partners. A new brand identity has been developed for the future repositioning as an independent Group of companies in 2015.

With the support of the new owner, former GEA Energietechnik and its subsidiary companies became ENEXIO. Not only the name connects the company’s core values of “Energy, Engineering, Excellence” – the whole new corporate presence is meant to mirror the design of the company. Various internal and external marketing and communication actions for the brand formation of ENEXIO – accompanied by a new website, an active and new social media presence, a new trade fair and advertising concept as well as internal communication activities– followed an intense integration process in the build-up phase.

Press contact:

Mr. Jetmir Shaini
Head of Marketing & Public Relations
www.enexio.com

E-mail:
Jetmir.Shaini@enexio.com
Telephone:
+49 234 980 2581
Fax:
+49 234 980 34 2581

Only those companies can take part in the Brand Award that have been nominated for the German Brand Award 2017 by the German Brand Institute, its brand scouts and expert committees. Up to 10 best brand strategies are awarded as winners in the categories of “Industry Excellence in Branding” and “Excellence in Brand Strategy, Management and Creation.” An independent jury of brand experts from different disciplines decides on the German Brand Award, including:

- Chairman: Andrej Kupetz, Chief Executive, German Design Council, Frankfurt am Main
- Prof. Mike Richter, Professor of Strategy and Planning of Design Processes, University of Darmstadt; Managing Director of iconmobile GmbH, Berlin
- Dr. Saskia Diehl, Managing Director of GMK Markenberatung, Cologne
- Günter Moeller, Managing Director of hm+p Hermann, Moeller & Partner, Munich
- Prof. Simone Roth, Professor of International Marketing, Vice President of Brand Academy, Hamburg
- Christian Rummel, Deputy Global Head of Brand Communications & CSR, Deutsche Bank AG, Frankfurt am Main
- Stefan Raake, Managing Director, AMC Finanzmarkt GmbH, Düsseldorf
- Dr. Tobias Kollmann, Professor of e-Business and e-Entrepreneurship, University of Duisburg-Essen; Chairman of the Advisory Board of the Young Digital Economy in the Federal Ministry of Economic Affairs and Energy, Duisburg
- Lutz Dietzold, Managing Director, German Design Council, Frankfurt am Main

Mr. Jetmir Shaini, Head of Marketing and Public Relations at ENEXIO, is pleased about the award and the appreciation and recognition it entails: *“The nomination itself among also very successful brands from almost all business sectors has been a great success for us. To be invited to the Award-Show and be privileged as a Winner was delightful and a special honor for all of us! A brand appearance lives from being interpreted correctly – in all its facets and in its external presentation. For us, the award means that ENEXIO as a brand approach has been understood just as well as the many communication initiatives with which we want to make the company identifiable and visible to our target groups.”*

About ENEXIO

The former **Power Cooling division** of **GEA Group AG** – ranges from *Air Cooled Condensers, Heller Technology®*, *Wet Cooling Towers including Service for Wet and Dry applications to 2H Water Technologies* – operates separately and independently under the **new Name ENEXIO**. ENEXIO is a reflection of what we do and what we have accomplished as pioneer in the field of industry-, process-, and power plant cooling as well as water and wastewater treatment over decades. At the same time, our name is a promise to our customers and business partners – ENEXIO stands for Energy. Engineering. Excellence.



ENERGY.
ENGINEERING.
EXCELLENCE.

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If you do not want to receive information from ENEXIO any longer, please send us an e-mail (Jetmir.Shaini@enexio.com) or contact us by phone (+49 234 980 2581).