

keep on keeping

keeper receives a German Brand Award



Martina Goldstein (left, Head of Marketing) and Fabienne Gieselmann (right, Marketing Specialist) are proud about the German Brand Award in Berlin.

award for outstanding branding

keeper has been honoured with the German Brand Award for its outstanding branding. An independent jury of experts, consisting of brand experts from different disciplines, honoured the plastic's expert in the „Special Mention Interior & Living“ category. The official award ceremony was on June 29, 2017 in Berlin. „Being honoured with the German Brand Award is a valuable sign for the **keeper** brand that already points to the success of our brand's change processes. Within a short period of time we were able to leave the simple trademark OKT behind us and position **keeper** as a modern and emotional consumer brand“, says Mike Carlos Wolf, CEO of the **keeper** group.

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Mike Carlos Wolf, CEO of the **keeper** group.

OKT is the past – **keeper** is the future. The brand relaunch produced a modern, attractive and emotional brand with the goal of becoming a true consumer brand. After all, plastic products accompany everybody, everywhere, at all times, and can be used for everything.

The new brand architecture is even expressed in the brand name **keeper: everybody, everything, everywhere – enjoy living!** The advantages of plastic products are also expressed, together with the brand mission, emphasising improved living quality and being organised as an attitude towards life. The extensive product portfolio is divided into four categories: **home, kitchen, storage and kids**. Each has its own colour, key visual and claim, for easy-to-understand structure and clarity.

Each product also has its very own personalised name, which makes it a real **keeper**. The signet of the word-image brand is also an emotional and symbolic motif. A squirrel, an animal that embodies the characteristic of storing and that is loved by both young and old.

we are keeper – image transformation thanks to teamwork

„A brand relaunch of this size within such a short period of time not only requires expertise, it also requires smooth and effective collaboration within the company in all areas of the company. Each individual employee contributed with great enthusiasm“, says Wolf, proud of his whole company.

Both structural as well as communicative direction-setting measures were implemented to bring the new **keeper** brand closer to the consumer. For instance, new products were developed as part of an innovative process, then implemented in the production process, and now can already be seen at the PoS with the new brand name – including a new product label and instructions. Active communication on social media channels as well as additional PoS promotions have been conceptually worked on and implemented in a targeted fashion.

All recipients of the German Brand Award were honoured at a celebratory Gala at the “Deutsches Historisches Museum“ in Berlin on June 29, 2017. Over 500 guests invited from Economics, Politics and Media, enjoyed the exclusive invitation. The German Brand Award was initiated by the Design Council, which was brought to life in 1953 by the German parliament and founded by the Federation of German Industries. For over 60 years, the goal of the foundation has been to promote the competitive capacity of German companies. The German Brand Institute, founded to strengthen branding activities, has the task of holding the competition.

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keep on keeping the **keeper** group

keeper numbers amongst the largest European providers of innovative and high-quality plastic household products. As a trading partner, **keeper** fulfils not only product requirements to a reliable quality, but also delivery and service requirements. Over 500 employees work at the two production sites in Stemwende, Germany, and in Bydgoszcz in Poland. Furthermore, **keeper** also work with sales and distribution organisations in various other countries.

As a mid-size company, the group takes regional characteristics into account with a great deal of flexibility – and still adhere to all global standards. Our most important benchmark is customer use.

more information

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