



Sustainably successful branding: medisana receives the German Brand Award 2021 for excellent brand management

Neuss, 14.06.2021. Once again this year, medisana can rejoice in receiving the award for excellent brand management: the Neuss-based company has again been recognised with the German Brand Award, the prize that shines a light on branding success. For the fourth time in a row, medisana impressed the independent specialist jury, comprising a top-class panel of experts, with its innovative strength and outstanding branding. The company received the coveted German Brand Award 2021 as the winner of the “Excellent Brands/Health & Pharmaceuticals” category, in which the best product and company brands from a range of industries are recognised.

As one of the leading specialists in home healthcare, medisana regularly establishes new trends for the health and wellness market, which has risen to particular prominence during the coronavirus pandemic. Thanks to its holistic health expertise, the company sees itself as an innovative and future-facing brand with an eye for new market trends. Its products focus on helping an ever-growing number of people to take their health and well-being into their own hands. “We believe that strong brands can become important, trusted partners for consumers, especially in times of crisis. We are therefore particularly pleased to have won the German Brand Award again this year”, says Anja Schimmelpfennig, Head of the Non-Medical Business Unit and Director of Marketing at medisana.

The German Brand Award is used by the German Design Council and the German Brand Institute to honour successful brands for their excellent brand management. Its aim is to strengthen the importance of branding as a decisive corporate success factor in the national and international competitive environment. The award recognises brands in a holistic, well-founded and neutral manner, and thus highlights successful branding in a unique way. The award’s criteria and categories take into account the many facets of professional brand management. Even being nominated for the award is an honour, because only companies that

have been selected by the German Brand Institute, its brand scouts and expert committees can participate. This process ensures the independence and excellence of the award. Find more information at www.german-brand-award.com.

medisana is one of the leading specialists in the home healthcare market. For over 35 years, the German company has been committed to the health of people with the motto “Your health in good hands.” medisana is a pioneer in the trend of mobile health management and provides future-oriented products for modern everyday life in an increasingly networked world. In the field of massage, the company based in Neuss is the German market leader. medisana develops, markets, and sells products related to mobile health, health monitoring, wellness, sport, personal care, therapy, and healthy homes to health-conscious consumers around the world.

medisana GmbH

Carl-Schurz-Str. 2

41460 Neuss, Germany

Tel. 02131 / 3668 0

Fax: 02131 / 3668 5095

presse@medisana.de

www.medisana.de

Facebook: facebook.com/medisana

Instagram: instagram.com/medisanade