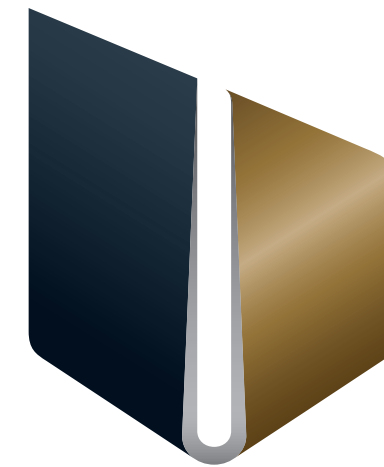


**german
brand
award
'24
winner**

brand innovation
of the year



**german
brand
award
'24
winner**

kitchen & household
appliances

BRIGITTE KITCHENS RECEIVES THE PRESTIGIOUS AWARD IN TWO CATEGORIES

For the fifth time, Brigitte Küchen was among the winners of the German Brand Award. The coveted award was presented in two categories, „Brand Innovation of the Year“ and „Kitchen and Household Appliances“ for the unique COLOUR CONCEPT.

The jury's statement said: „With its COLOUR CONCEPT, the traditional company Brigitte Küchen has created an innovation that is unparalleled in the brand world. 5 basic programs and 3 real lacquer types enable limitless colour creations from various basic colors and over 4500 nuances in RAL and NCS. Brigitte Küchen thus sets new standards in creative freedom and underlines the importance of color as an expression of individuality.

The German Brand Award is presented by the German Design Council and the German Brand Institute Foundation in recognition of successful brand management and sustainable brand communication. Their aim is to strengthen the importance of the brand as a decisive success factor for companies in the competitive environment. With more than 1300 submissions from 19 countries, the 2024 edition attracted a large international response.