



**MEDISANA is convincing with its successful brand management, for which it
received the German Brand Award 2018**

Neuss, June 22, 2017. MEDISANA was convincing with its successful brand management. For this, the company from Neuss has now been presented with the German Brand Award 2018 in the “Industry Excellence in Branding / Health & Pharmaceuticals” category. At prize ceremony on June 21st, the leading specialist in the Home Health Care market, which always has its finger on the pulse and relies on the latest technology, is proud of receiving the award. “We are pleased about this prestigious award from the independent expert jury. A consistent brand and product strategy, which is aimed at consumers, a strong and motivated team, as well as the courage to drive forward innovative product concepts and bring them to market maturity, are the crucial success factors, thanks to which, the MEDISANA brand has already been successfully established on the market for 30 years”, says Anja Schimmelpfennig, Director Marketing at Medisana AG. As an innovation driver, Medisana establishes new technology trends for the healthcare market in the mobile health, health check, sport, wellness, healthy home, treatment at home, qualified body care and kitchen scales segments. Medisana, with its integral health expertise, regards itself as an innovative brand with future orientation for new market trends, such as the Virtual Reality Massage product segment. The German Brand Award understands and presents awards to brands in an integral basis. With its criteria and competition classes, it takes account of the diverse facets of professional brand management: Awards are presented in the competition classes, “Excellence in Branding”, “Industry Excellence in Branding” and “Excellence in Brand Strategy, Management and Creation”. The nomination is already an honour in itself, as companies may only take part, which have been selected by the German Brand Institute, its Brand Scouts and expert committees. This procedure ensures the independence and excellence of the award. Additional information at www.german-brand-award.com.



CFO Marco Getz and Anja Schimmelpfennig, Director Marketing at Medisana AG, accepting the German Brand Award 2018. Copyright Lutz Sternstein www.phocst.com.

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