



**Excellent brand management by innovation leader MEDISANA  
recognised with the German Brand Award 2019**

*Neuss, 07.06.2019.* MEDISANA has been awarded the German Brand Award 2019 for its excellent brand management. The cutting-edge Neuss-based company, always up to date with the latest technologies, once again convinced the independent expert jury of its credentials as a leader of innovation in the “Excellent Brands / Health & Pharmaceuticals” category. Medisana regularly establishes new technology trends for the healthcare market in the sectors of mobile health, health monitoring, regeneration, wellness, healthy home, therapy, and personal care. Thanks to its holistic health expertise, the leading specialist in the home healthcare market sees itself as an innovative brand with a future-oriented approach to new market trends.

The German Brand Award is used by the German Design Council and the German Brand Institute to honour successful brands. Anja Schimmelpfennig, Medisana’s Marketing Director, accepted the coveted award at a festive gala in Berlin on 6th June. Guests from the worlds of industry, politics and society were invited to attend. She was extremely happy to accept the German Brand Award 2019 for excellent brand management: “We are delighted to be recognised again through this coveted award, which once again confirms our consistent brand management and innovative strength. We would also like to dedicate this award to our highly motivated team. Through their know-how, they make the MEDISANA brand special, and have been ensuring its success for over 30 years”, said Schimmelpfennig.

The German Brand Award recognises and honours brands in a holistic, well-founded and neutral manner. It makes brand successes visible 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](http://www.german-brand-award.com).

MEDISANA is the leading specialist in the home healthcare market. For over 30 years, the German company has been committed to people's health with the motto "Your health in good hands". MEDISANA is pioneering the trend towards mobile health management, and is delivering future-oriented products for modern life in an increasingly networked world. The Neuss-based company is the German market leader in the field of massage. MEDISANA develops, markets and sells worldwide products for health-conscious consumers in the categories of mobile health, health monitoring, regeneration, wellness, therapy, healthy home and personal care.



Anja Schimmelpfennig (right), Director of Marketing, Medisana GmbH, and Marketing Manager Ricarda Domnik (left) accept German Brand Award 2019. Copyright Lutz Sternstein [www.phocst.com](http://www.phocst.com).

**MEDISANA GmbH**

Jagenbergstraße 19

41468 Neuss

Tel.: +49 (0)2131 / 3668 0

Fax: +49 (0)2131 / 3668 5095

[presse@medisana.de](mailto:presse@medisana.de)

[www.medisana.com](http://www.medisana.com)

Medisana on Facebook: [www.facebook.com/medisana](https://www.facebook.com/medisana)