

Press release

19/06/2023

Award for unique brand experiences

Wilo receives German Brand Award 2023 for factory tours and Annual Report

Dortmund/Berlin. The Wilo Group has been awarded the German Brand Award. At the award ceremony in Berlin, the technology group received the prestigious prize in the category of "Brand Communication – Fairs & Exhibitions" for the factory tours at the Wilopark in Dortmund. In addition, the multinational group of companies won the prize in the category of "Brand Communication – Storytelling & Content Marketing" for the Annual Report 2021.

During the factory tours, the visitor groups are led by guides over a skywalk through the 55,000 square metre factory. With the help of a tour app, augmented reality applications and live production data, participants discover the Smart Factory interactively and through multimedia. Last year alone, Wilo welcomed around 3,000 tour guests to the state-of-the-art production site. "The tours give our visitors an impressive sense of Wilo's special innovative spirit," says Oliver Hermes, President & CEO of the Wilo Group. "We're proud that this extraordinary brand experience has been recognised with the German Brand Award." The same applies to the annual report, Oliver Hermes continues. "We don't just publish key figures in it, we present topics relevant to corporate strategy in a comprehensible and clear way, therefore putting them on the public agenda."

The German Brand Award is considered the most important brand award in Germany. Wilo has already won the award several times since it was first presented in 2016. Last year, for example, the corporate group received the award for the digital application landscape Wilo-World. "Our claim 'Pioneering for You' sums up our aspiration nicely: to innovate and develop technology solutions that improve people's lives in the long run. The awards are testament to the fact that the Wilo brand faithfully delivers on this promise," says Dr Patrick Niehr,

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member of the Executive Board and CCO of the Wilo Group. "We'll continue to develop it consistently in line with our brand identity," adds Oliver Hermes.

Images:



Image caption: During the tours, visitors also discover the state-of-the-art Wilo-Smart Factory with the help of augmented reality applications. Image: WILO SE

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Image caption: At the award ceremony in Berlin, Wilo received the prestigious German Brand Award in the category of "Brand Communication – Fairs & Exhibitions" for the factory tours at the Wilopark in Dortmund. Image: WILO SE

Wilo press contact:

Silas Schefers

Wilo Group

Tel: +49 231 4102 7160

Mobile: +49 173 895 91 87

silas.schefers@wilo.com

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About Wilo:

The Wilo Group is one of the world's leading premium suppliers of pumps and pump systems for building services, water management and the industrial sector. In the last decade, we have evolved from a hidden to a visible and connected champion. Wilo employs more than 8,400 people around the globe today. With innovative solutions, smart products and individual services, we provide the intelligent, efficient and environmentally-friendly service of keeping water flowing. We already are the digital pioneer within the industry with our products and solutions, processes and business models.

For more information, go to www.wilo.com.