

## Press release

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### **German Brand Award 2024: Three accolades for Wilo**

Borussia Dortmund campaign and Annual Report garner three prestigious brand awards

**Dortmund/Berlin.** The Wilo Group was honoured three times with the German Brand Award at a ceremony yesterday in Berlin. Gold in the category “Excellence in Brand Strategy and Creation: Brand Communication – Storytelling & Content Marketing” went to the “Scoring for Sustainability” campaign, which Wilo launched together with Borussia Dortmund. Together, the sports club and technology company want to place the importance of sustainability even more firmly at the centre of public attention.

“We are particularly pleased to receive this award”, says Oliver Hermes, President & CEO of the Wilo Group. “On the one hand, it bears impressive testament to Wilo’s successful development as a sustainable brand. Secondly, it emphasises our commitment. Together with Borussia Dortmund, we are fully committed to climate protection, clean water and a fair society, among other things.”

Wilo and Borussia Dortmund have been closely linked for a long time. Wilo has supported Borussia Dortmund as a Champion Partner since 2011 and as a Sustainability Partner since 2023. In addition, Wilo sponsors the Borussia Dortmund women’s handball team and all youth handball teams as well as their girls’ and women’s football teams. “Our partnership is more than just a cooperation”, says Dr Patrick Niehr, Member of the Executive Board and Chief Change Officer (CCO) of the Wilo Group. “It represents our commitment to taking responsibility for our environment and future generations.”

Two accolades for Wilo’s Annual Report 2022 titled “Building Bridges – We stay connected” rounded off this year’s trio of awards. The concept emerged as the

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winner in the categories "Excellence in Brand Strategy and Creation: Lighthouse Project of the Year" and "Excellence in Brand Strategy and Creation: Brand Communication – Print".

The German Brand Award has been presented by the German Design Council since 2016 and is one of the most prestigious awards for brand communication in Germany.



**Image caption:** German Brand Award 2024: Gold in the category "Excellence in Brand Strategy and Creation: Brand Communication – Storytelling & Content Marketing" went to the "Scoring for Sustainability" campaign, which Wilo launched together with Borussia Dortmund. Image: WILO SE

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**Image caption:** The German Brand Award has been presented by the German Design Council since 2016 and is one of the most prestigious awards for brand communication in Germany. Image: WILO SE

### **Press contact:**

Silas Schefers

Wilo Group

Tel: +49 231 4102 7160

Mobile: +49 173 895 91 87

[silas.schefers@wilo.com](mailto:silas.schefers@wilo.com)

### **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 around 9,000 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](http://www.wilo.com).

WILO SE  
Wilopark 1  
44263 Dortmund  
Germany