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Press release

STIEBEL ELTRON Wins German Design Award

Larger, Smarter, More Innovative: Award for ISH Trade Fair Booth

At the ISH 2019 STIEBEL ELTRON celebrated not only new product innovations but also the complete redesign of the exhibition concept. The 1,300 square metre booth, created in cooperation with "D'art Design Gruppe", has now received the German Design Award in the category "Excellent Architecture | Fair and Exhibition".

"A clear focus" – according to the heating technology manufacturer's current campaign – defined the architecture, illumination and media selection at the award-winning trade fair booth. Visitors were guided to the three theme portals. Which are matching to the product categories of the company: hot water expertise, solutions for new buildings and heat pumps in modernization.

"With our new booth design and the clear concept, we were able to inspire our partners and customers just as much as with our topics and new products. We held thousands of high-quality discussions - which often began with visitors saying how impressive the new Stiebel Eltron exhibition booth was," says Frank Jahns, Managing Director of the STIEBEL ELTRON sales company. "Of course, we are very pleased to receive the German Design Award. It shows that the months of work by the entire team have paid off. We are proud of the result," says Claus Kroll-Schlüter, Head of Marketing STIEBEL ELTRON.

The "German Design Award" honours innovative products and projects and their manufacturers and designers that are trendsetting in the German and international design landscape. The top-class international jury of the award justified the presentation of the award for the Stiebel Eltron exhibition booth as follows: "The company's guiding principle "A clear focus" is comprehensibly reflected by the straightforward, clear and pleasantly unagitated booth design. It appears clearly structured and shows the products in a high-quality environment. Formally and in terms of content very well solved".

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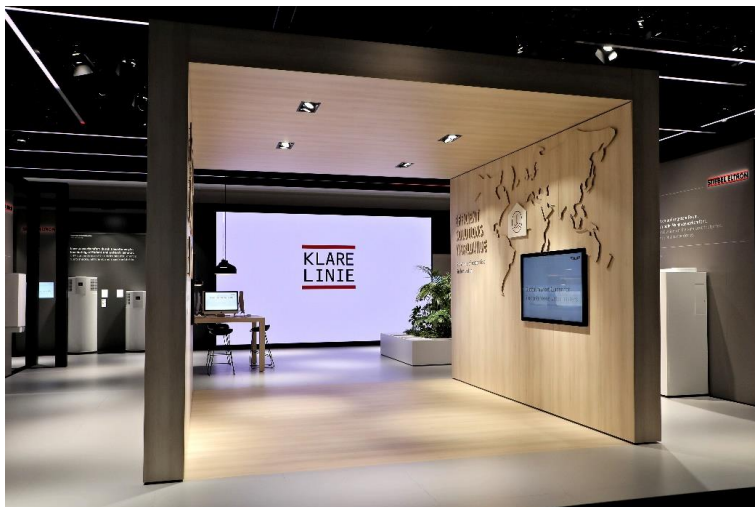
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Captions



Positive feedback came from visitors and in addition the STIEBEL ELTRON booth at the ISH 2019 was awarded with the German Design Award.



Themed portals provided a clear structure for the trade fair booth.

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- 3 -



"A clear focus" on renewable energy is the current campaign of the home comfort manufacturer STIEBEL ELTRON. This theme was consistently implemented on the 1,300 square metre booth.



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