



## PRESS RELEASE

### **ANNEMARIE BÖRLIND – Natural Beauty to receive German Design Award 2017**

(Calw, November 29, 2016) The international members of the German Design Award's expert jury have awarded a Special Mention in the "Corporate Identity" category to the ANNEMARIE BÖRLIND quality seal.

The jury explained their decision: "The seal's minimalistic design impressed us with its high information density, but the color and material used make it very credible and authentic, emphasizing the brand's image with confidence.

One of the world's most recognized design contests, the German Design Award enjoys a fine reputation among more than just the experts. The award honors the innovative products and projects, their manufacturers and designers who are pioneers in the German and international design world. The German Design Council, the German brand and design authority, is responsible for organizing the German Design Award competition. Established in 1953 as an initiative of the German Bundestag, the foundation supports the business world in achieving consistent brand added value through design. This means the German Design Council is one of the world's leading centers of expertise on brands and communication and brand management in the design industry.

ANNEMARIE BÖRLIND – Natural Beauty will receive the award during the German Design Award 2017 ceremony in Frankfurt on February 10, 2017.

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