



**medisana awarded gold by the German Brand Award 2022 –  
recognised anew for excellent brand management**

*Neuss, 28.06.2022* medisana has won the German Brand Award 2022, one of Germany's most important brand awards. The prestigious prize recognises companies that stand out from the competition through their exemplary brand management, sustainable campaigns and exceptional marketing projects. For the fifth time in a row, medisana impressed the independent specialist jury, comprising a top-class panel of experts, with its innovative strength and outstanding branding.

medisana was awarded the coveted gold prize in the "Excellence in Brand Strategy and Creation: Brand Strategy – B2C" category. "The quality of a company's digital presence is becoming increasingly important. The best way to reach younger people in particular is via your company's website and the relevant social media channels. For years, medisana has positioned itself as a specialist in consumer healthcare products. In the course of the company's digital expansion, it has also revamped its website and online magazine. The result is a contemporary, user-friendly design that is extremely welcoming and appealing thanks to its bright basic mood, strong colour accents and optimistic imagery. A coherent brand identity that is in touch with the latest trends in terms of form and content," is how the jury explained its decision.

As an expert in healthcare products, medisana regularly establishes new trends for the wellness and healthcare markets. Thanks to its holistic health expertise, the Neuss-based company sees itself as an innovative and future-facing brand with an eye for current market trends and new products, helping an ever-growing number of people to take their health and well-being into their own hands. "Promoting people's health is a challenging goal, and here at medisana that's what we aim to do. We are continuously working on the development, manufacturing and marketing of healthcare products. We want these products to help more and more people to take their health into their own hands and to treat themselves without

risk," says Anja Schimmelpfennig, Director of the Non-Medical & Marketing business unit at medisana.

The German Brand Award is used by the German Design Council and the German Brand Institute to honour successful brands for their excellent brand management. Its aim is to strengthen the importance of branding as a decisive corporate success factor in the national and international competitive environment. The award recognises brands in a holistic, well-founded and neutral manner, and thus highlights successful branding in a unique way. It is divided into two overarching categories: the "Excellent Brands" category recognises the best product brands and corporate brands within each industry, while the "Excellence in Brand Strategy and Creation" category singles out the best brand in each individual discipline. The German Brand 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 one of the leading specialists in the home healthcare market. For over 40 years, the German company has been committed to people's health with the motto "Your health in good hands". medisana is a pioneer in the trend of mobile health management and provides future-oriented products for modern everyday life in an increasingly networked world. The Neuss-based company is one of the leading manufacturers in the massage sector. medisana develops, markets and sells products related to mobile health, health monitoring, wellness, personal care, therapy and healthy homes to health-conscious consumers around the world.

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