

10<sup>th</sup> of June 2021

**First-rate brand concept:**

## **Erbe wins German Brand Award 2021**

**Erbe Elektromedizin is proud winner of the German Brand Award in the category Excellence in Brand Strategy and Creation. The new CI 2015 was developed together with external advertising agency Bartenbach AG from Mainz, and has been adapted internally for all printed and online advertising materials.**

“Until 2015, the Erbe brand was firmly anchored in the world of technology. Our new brand positioning is emotional and modern. This is particularly evident in our unmistakable and contemporary logo, whose lettering is dynamically intermeshed to symbolize magnitude,” commented Daniela Queck. As Head of Corporate Communication at Erbe, she is responsible for the brand relaunch. At much the same time, the company premises were modernized and extended, and also, the VIO® 3 surgical device was launched. The VIO®3 won the German Design Award in 2018 and is seen internationally as another technological milestone in the area of electro-surgical devices.

### **The brand story**

Erbe considers itself a like-minded partner that meets face-to-face with medical personnel and understands the tasks and challenges they face. Resulting from this partnership are instruments and devices which add value and are tailored with precision to the needs of doctors.

**power your performance**

The claim is also a reflection of the brand story. Erbe makes the best instruments and devices available to users so that they, in turn, are free to unleash all of their skills on the task at hand: power your performance. The claim is used exclusively in English so that it can be understood globally and to emphasize the international nature of the company.

### **The Corporate Element**

The corporate element symbolizes the focus and concentration exercised by the doctor, which is only made possible because they can rely totally on the products. It is the main element of the communication concept and is applied in a targeted fashion so that it catches the eye.

The interplay between the various components and base elements that shape the brand creates the unmistakable visual image of the brand. This guarantees that the brand identity has a uniform impact on the outside world, with a high level of recognition.

*Erbe Elektromedizin is an owner-managed family business. Now in its fifth generation, Erbe develops, produces and distributes surgical instruments and devices worldwide for professional use in various medical fields. Erbe supports its customers and their workflows in the operating room with products, but also with comprehensive services and training measures.*

Info: the German Brand Award is presented annually by the German Design Council (*Stiftung Rat für Formgebung*). The award honors

successful brands, consistent brand management, and sustainable brand communication.

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