



# Mayer & Cie. German Brand Awards 2017

**Albstadt-based circular knitting machine manufacturer Mayer & Cie. (MCT) won a 'Special Mention' for its brand management in this year's German Brand Awards. The German Brand Institute awarded this accolade at a prize giving ceremony in June in recognition of special aspects of brand management. The competition and award scheme were initiated by the German Rat für Formgebung, or Design Council.**

### **A strong brand comes as no coincidence**

The Mayer & Cie. brand is registered in over 30 countries and well known in many more. There can hardly be a commercial knitter anywhere in the world who has never worked with a Mayer machine, let alone one who is unaware of the green MCT logo. But what do they associate it with, and is that what the company itself considers to be important?

Mayer & Cie. sees itself today as a market leader, technology leader and innovation driver in circular knitting.

Getting this self-image across means associating it with the brand by means of products, actions, activities, employees and representatives around the world. The brand must convey an identity to everyone and set itself apart from other brands. In Mayer & Cie.'s case this is achieved especially by means of the company's high degree of innovation and its technology leadership. Together they create the economic success that has made the company an international market leader.

### **In the best company**

Eight companies, including Kyocera and Motel One, topped the winners' rostrum in Berlin. Named the Best of the Best, they can now call themselves Sustainable Brand of the Year and Brand Innovation of the Year.

That is why Sebastian Mayer, Mayer & Cie. Management Board member responsible for corporate development, is delighted not only with the award itself, but with the opportunities ahead and potential for growth. "It makes it clear," he says, "that we have already reached a

high level with our brand strategy – and that we are in the best company of others from whom we can definitely still learn a thing or two."

### **Closely evaluated**

With the German Brand Awards and categories ranging from Best of Best and Gold to Winner and Special Mention, the initiator, the Design Council, aims to discover and present brands and brand makers. That is why only companies that have been nominated by the German Brand Institute, its brand scouts and expert bodies can compete.

The winners are chosen by an independent jury of brand experts in different disciplines, including professors of design and business representatives with a background in marketing and brand management. They take a close look at brand-typical features and presence and check inter alia how much the brand sets itself apart from the competition and how independent it is. ♦