

## PRESS RELEASE

### Award for ambitious corporate communication

## Klüh's online magazine wins prestigious German Brand Award 2024



Düsseldorf, 14.06.2024 – The multi-service provider Klüh is among the exclusive group of winners of the German Brand Award 2024. Klüh received the award in the category “Brand Communication – Storytelling & Content Marketing” with its online magazine *Klüh4all*.

The long-standing Düsseldorf-based company has been using the corporate channel since January 2023 to provide regular, detailed insights into its infrastructural services for modern, sustainable building management in a changing world of work. In this way, the company seeks to communicate its expertise in facility management and its practical experience to a wider audience and thus raise awareness of what Klüh and its services are all about.

“A lot of blood, sweat and tears have gone into *Klüh4all*. So I am all the more delighted by the recognition from the German Brand Award. My thanks go to the project team who have made our online magazine such a success”, explains **Sarah Latton**, Head of Marketing & Communication at Klüh Multiservices.

The German Brand Award is a unique distinction for successful brands, consistent brand management and sustainable brand communication in the German-speaking area. The prize is awarded by the German Design Council, Germany's design and brand authority, and the German Brand Institute in recognition of the best product and corporate brands as well as the strongest campaigns, concepts and strategies.

### **About Klüh:**

*Klüh Service Management GmbH is a global multi-service provider from Düsseldorf. Founded in 1911, the family-run company has decades of experience in the area of infrastructural services. The divisions Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport Service and Integrated Services offer both individual services as well as multiservice concepts. With over 58,000 employees in seven nations, the company generates sales of more than 1 billion Euros (2023). For further information see [www.klueh.de](http://www.klueh.de).*

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