



## Press release

Reference project for the future of the construction sector and sustainability

### **Viega World: German Brand Award 2024 gold winner**

**Attendorn, 14 June 2024 – Viega World has won the German Brand Award 2024, a sought-after accolade for successful branding. A training centre where the future of the construction sector is tangible and knowledge can be experienced in person was rated as an outstanding brand experience by a jury of eminent members at the award ceremony in Berlin. Viega, a global market leader and innovator in the plumbing trade, won gold in the category "Excellent Brands/Trade Fairs & Event Locations".**

Viega World is an innovative training centre that brings together knowledge, fascination and a holistic brand experience. The building, with its exhibition space of around 2,800 square metres, is itself part of the training content. Some of the more than 90 exhibits are installed in open-view shafts. "It's great how the brand and the product combine into a special brand experience here in a modern and lively way," according to the reasoning behind the presentation of the "German Brand Award 2024 Gold".

#### **Presentation of the Viega purpose**

As an innovation driver in the plumbing trade, Viega sees it as its duty to make people's lives better with system solutions for maintaining drinking water quality, energy efficiency, comfort and safety in buildings. "Our purpose is presented in various locations in Viega World so that it can be experienced by visitors. Winning the 'German Brand Award Gold 2024' shows that we have succeeded in making the Viega brand of 'behind the wall' products visible," says Dirk Gellisch, member of the Viega management.





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### **Lighthouse project for digital construction and sustainability**

At the same time, Viega World is also a reference project for the future of the construction sector: no other educational building to date has been so consistently integrally planned and built using the building information modelling (BIM) working methodology. Open-view shafts and comprehensive real-time monitoring make it clear to visitors what advantages this planning approach will have for the design of buildings in the future and what the resulting benefits will be for sustainable building operation.

The German Brand Award 2024 is Viega World's second accolade. The German Sustainable Building Council (DGNB) has previously rated it "Platinum", its highest award level. With a DGNB score of 89.1 per cent target fulfilment, Viega World is one of the most sustainable training buildings built to date.

### **The German Brand Award**

The German Brand Award is the prize for successful branding in Germany. It was initiated by the German Design Council and is judged by an eminent expert panel of brand economists and brand scientists. Companies, agencies and service providers that catch the attention of the expert panels are nominated. Interested parties can also actively submit brands and products for inclusion. In 2024, the German Brand Award achieved high international resonance with over 1,300 applications from 19 countries. A total of 66 projects and brands were awarded gold: 33 in the "Excellent Brands" discipline and 33 in the "Excellence in Brand Strategy and Creation" discipline. In both disciplines, the jury normally singles out one gold award winner in each category for outstanding performance.

### **Jury and assessment criteria**

The jury is made up of independent, interdisciplinary experts from business, science, consulting, services and agencies. The submissions are assessed according to the following criteria: independence and brand typology, brand distinctiveness, differentiation from the competition and target group relevance. The branding should take into account aspects such as sustainability, degree of innovation, continuity and future viability. Factors like the design quality of the brand image, the homogeneity of the brand experience and economic success also play a crucial part in the adjudication process.



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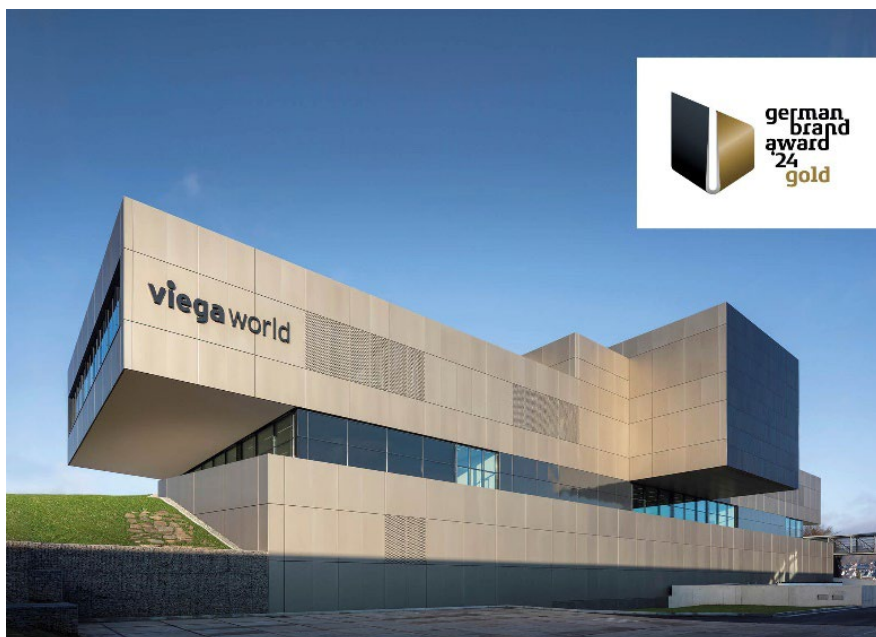


Photo (PR\_"German Brand Award"\_DE\_2024\_01.jpg):

Viega World is one of the most innovative and sustainable seminar centres in the plumbing trade. It is a place where knowledge can be experienced and the future of the construction sector can be seen and touched. The German Design Council has now recognised this approach with the coveted "German Brand Award 2024 Gold".

(Photo: HGEsch)



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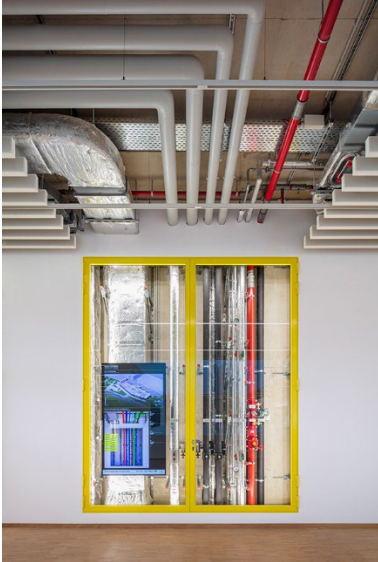


Photo (PR\_"German Brand Award"\_DE\_2024\_02.jpg):  
Some of the more than 90 exhibits are installed on display in shafts, providing insights behind the wall into otherwise hidden Viega products. Here, brand and product merge into a special brand experience. (Photo: HGEsch)



Photo (PR\_"German Brand Award"\_DE\_2024\_03.jpg):  
Alexandra Ludwig, Director of Marketing Germany, Viega GmbH & Co. KG, accepted the award on behalf of the company at the German Brand Award 2024 ceremony. (Photo: GRAND VISIONS)





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### About Viega:

Viega is an expert in healthy drinking water in buildings and a global market and technology leader in the installation sector. As a quality-focused family business employing more than 5,000 people throughout the world, the company has over 125 years of experience in building technology. Its core areas of expertise include maintaining and developing drinking water hygiene, energy efficiency, comfort and safety in buildings. With ten locations around the world, the company group produces more than 17,000 products and systems.

### About Viega World:

Viega World is the new interactive training centre of the Viega Group in Attendorn. Integral planning based on the Building Information Modelling (BIM) working methodology and a forward-looking sustainability concept make Viega World a building of tomorrow for today. It is a plus-energy building that meets the latest standards. Viega World has been certified by the German Sustainable Building Council (DGNB) and received the highest rating level of "Platinum". In line with the building's motto "learning from a living building", at Viega World, the seminars' training content on the topics of building services engineering (BSE) and BIM can be experienced up close.

