



PRESS RELEASE

Wemhöner: Brand of the Century 2025

The "German Standards - Brands of the Century" have been published for over two decades. Studio ZX, the brand studio of the ZEIT publishing group, is reissuing the "Brands of the Century" - in a contemporary design and with a focus on "Transformation". 200 German brands that stand for a specific product category were selected as part of "MDJ".

Wemhöner Surface Technologies was awarded alone in the classification "Short-cycle Press Lines" and listed in the official brand journal. The brand evaluation is carried out according to fixed rules.

The 'Brands of the Century' have a unique history and have earned the trust of their customers, in some cases over decades. These successful brands tell their stories. The book premiere will be celebrated in Berlin in November 2024.

Further information and a digital look inside the book:
www.deutsche-standards.de

Herford, 17.09.2024