Melle, 14 June 2022

**Press Release**

**rational Winner of the German Brand Award 2022**

**All good things come in threes.** Repeating it’s achievements of 2018 and 2021, this year rational has once again received the German Brand Award for successful brand management in Germany.

This prestigious award in the category "Excellent Brands - Kitchen & Household Appliances", was established by the design and brand authority of Germany in order to efficiently communicate design and brand excellence/competence and at the same time to reinforce the understanding of design among the general public. The jury is made up of an independent high-calibre panel of experts from the brand industry and brand science.

The decisive factor for the jury's decision was not only our current brand campaign "rational - so much more than just kitchen", underlining the desire for flexible and multifunctional spaces, but also the increased integration of important future topics, such as sustainability as well as climate and environmental protection, into our corporate philosophy.

The "German Brand Award", which has now been bestowed on rational for the third time, demonstrates that our continuous and consistent brand development is crowned with success. With this accolade, we are realising yet another important step towards permanently bolstering the rational brand in the competitive environment of both the domestic and international markets.

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