



## **“Smart in sensing”: WIKA receives German Brand Award 2024**

**Klingenberg, July 2024. WIKA was named the winner in the “Excellent Brands: Industry, Machines & Engineering” category of the German Brand Award 2024.**

The brand communication for WIKA's new business strategy under the new brand claim “Smart in sensing” was honoured. The jury's statement said that the WIKA Group had initiated a remarkable transformation. “The strategic change from product to solution provider, coupled with a fresh, forward-looking brand identity, sets WIKA apart from the competition,” stated the judges.

“We are delighted to receive this award,” said Dirk Miller, Vice President Corporate Marketing Excellence at WIKA. “This is both confirmation and motivation to continue focussing consistently on our brand management.”

Every year, an independent jury presents the German Brand Award for excellent brand management to organisations, agencies and service providers.

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Press release

WIKA company photograph:



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Press release

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WIKA press release