Press release

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Award for innovative YouTube channel

German Brand Award for fischer's YouTube channel DIE FESTMACHER

fischerwerke GmbH & Co. KG
Corporate Communications

Klaus-Fischer-Straße 1
72178 Waldachtal

The fischer Group of Companies has been presented with the prestigious German Brand Award for its innovative YouTube channel DIE FESTMACHER. fischer's YouTube channel DIE FESTMACHER provides various videos on construction and fastening in a series format. The inFESTigativ format gives viewers an insight into the everyday work of tradespeople, while fischer Academy trainers offer helpful fastening tips in the Q&A and How-To formats.

The YouTube channel DIE FESTMACHER received the German Brand Award in the 'Excellence in Brand Strategy and Creation' category. A jury of independent, interdisciplinary experts from companies, science, consulting, services and agencies select the strongest campaigns, concepts and strategies of individual specialist fields for this category.

The presenters of the inFESTigativ format go on the hunt for the country's true fastening experts in their videos. Viewers can get a glimpse behind the scenes of the trade, while tradespeople spill secrets such as what they're working on, the special challenges they've mastered as true fastening experts as well as their special fastening experiences. They

demonstrate what they create in their everyday work or what they do as invisible heroes in the background.

Scripted enactments deliberately weren't used to guarantee ultimate authenticity. In order to achieve this, a camera team and moderator visited Germany's true fastening experts on site to showcase them in their environment. The videos convey professional knowledge and emotions. The clips are aimed at tradespeople from any industry as well as planners, structural engineers and anyone else who is interested. Viewers may leave comments and participate in discussions using the hashtag #fischerFESTMACHER.

The company's in-house 'fischer Highlights' podcast was presented with a German Brand Award at the same time as the DIE FESTMACHER YouTube channel. The audio series won an award in the 'Excellence in Brand Strategy and Creation - Brand Communication – Storytelling & Content Marketing' category. fischer combines current issues with fascinating people in its podcast series.

The German Brand Award is awarded each year by the German Design Council, an independent and international institution that helps companies efficiently communicate their design and brand skills while aiming to increase the public's understanding of design. The award received a great deal of international recognition in 2022 with 1,200 submissions from 19 countries.

Image captions:

Image 1: The fischer Group of Companies received the German Brand Award for its innovative YouTube channel DIE FESTMACHER.

Image 2: fischer's YouTube channel DIE FESTMACHER provides various videos on construction and fastening in a series format.

Images: fischer

The fischer Group of Companies

The fischer Group of Companies, headquartered in Waldachtal in Germany's northern Black Forest, generated sales of 988 million euro in 2021 with a worldwide staff of 5,400 employees. The family-owned company operates 50 subsidiaries in 38 countries and exports to more than 120 countries. It includes the five divisions: fischer fixing systems, fischer Automotive, fischertechnik, fischer Consulting and fischer Electronic Solutions.

fischer fixing systems is the technological market leader in key areas of fixing technology. fischer offers products that deliver technical perfection to a wide range of customers, from do-it-yourselfers to tradespeople to key account partners.

fischer Automotive manufactures high-quality parts for vehicle interiors. The company is highly competent in the plastics processing segment and is an important partner for the automotive industry. Its range of products includes air vents, cup holders, trays and multi-function components.

With its construction kits, fischertechnik is active in both the toymaking and the educational sector. fischertechnik is one of the last remaining toy makers to exclusively develop and produce in Germany.

fischer Consulting evolved from the competence developed in the company itself, which includes the fischer ProcessSystem with its central aim of permanent improvement for the ultimate benefit of the customer. fischer Consulting advises small and medium-sized businesses, government agencies and major companies on their path towards lean and efficient processes.

fischer Electronic Solutions develops and manufactures electronic solutions including product and system developments based on the latest technology as well as custom production orders processed in the company's own production facilities. As an experienced provider of development and production services for custom systems such as multi-touch solutions made of glass and the corresponding controller units, fischer Electronic Solutions forms the perfect link between the customer and the final product.

www.fischer.group

Contact

Wolfgang Pott
Head of Corporate Communications
Telephone: +49 7443 12 – 6622
Email: Wolfgang.Pott@fischer.de