Press release

Waldachtal, 10 June 2022

German Design Council presents prestigious award

Special award for SME podcast ‘fischer Highlights’.

fischerwerke GmbH & Co. KG
Corporate Communications

Klaus-Fischer-Straße 1
72178 Waldachtal

The company’s in-house ‘fischer Highlights’ podcast has been presented with a German Brand Award. The successful audio series by the fischer Group of Companies is released once a month on every podcast platform and contains many interesting aspects of the economy, politics and society surrounding the world market leader. The jury praised the company’s outstanding brand strategy in particular.

The ‘fischer Highlights’ podcast 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 podcast features guests who are related to fischer by a certain topic. An additional series called fischer Projects introduces fascinating construction projects and background reports from around the world. The podcast series by the fischer Group of Companies is a rarity among family businesses and German SMEs.

The fischer Group of Companies audio series is available on every standard platform such as Spotify, Apple Podcasts, Google Podcasts, Deezer, Amazon and YouTube as well as through the company’s website at www.fischer.group.

The fischer Group of Companies won another German Brand Award in the ‘Excellence in Brand Strategy and Creation’ category 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 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 has been presented with a German Brand Award for its ‘fischer Highlights’ podcast.

Image 2: The ‘fischer Highlights’ podcast contains many interesting aspects of the economy, politics and society surrounding the world market leader.

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