

# News

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## **German Brand Award: Lufthansa Systems wins two awards in the most important categories**

**Recognized as Corporate Brand of the Year 2019 and in the “Excellent Brands – Corporate Services” category**

**Raunheim, 7 June 2019** – Lufthansa Systems received two German Brand Awards yesterday evening in Berlin for its new and integrated brand identity. In addition to winning the Corporate Brand of the Year 2019 award, the airline IT provider also garnered a second award in the “Excellent Brands – Corporate Services” category. Both prizes recognize the outstanding cross-industry brand management in the competition’s most prestigious categories. Excellent Brands also honors the best product and corporate brands in an industry.

Lufthansa Systems’ new brand identity aims to further increase the company’s visibility in the aviation market and enhance the brand’s emotional appeal with expressive messages and a modern look. “We are delighted to have been selected in what are the two most important categories for us. Our bold step to make extensive changes to the brand image at the beginning of the year has been rewarded,” said Olivier Krüger, CEO Lufthansa Systems, who accepted both awards yesterday evening together with Ansgar Lübbehusen, Head of Marketing & Communications. “Lufthansa Systems is an innovative company with extensive expertise in the airline IT sector. It was important for us to underpin this with our new brand identity and thus distinguish ourselves from the competition.”

The German Brand Award has been presented by the German Design Council and the German Brand Institute since 2016 to recognize successful brands, consistent brand management and sustainable brand communication. Lufthansa Systems already won two awards in 2017 – most notably for its redesigned brand center.

“We want Lufthansa Systems to become a special and unique brand without forgetting our roots within the Lufthansa family. In this process, we adopt an integrated brand approach because just changing our design was not enough for us. We use our new image story

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“We are into IT” to vividly and emotionally set us apart from the competition. Our new image has great recall value and conveys uniqueness and modernity. It is a tremendous honor for us that the expert jury has come to a similar conclusion,” said Ansgar Lübbehusen, Head of Marketing & Communications at Lufthansa Systems.

All nominated companies had to pass a review process with experts from companies, scientific institutions and agencies. To win a German Brand Award, companies need to meet as many criteria as possible in areas such as brand presentation and differentiation.

Find out more about Lufthansa Systems’ new brand identity in the Brand Center:

<https://brandcenter.lhsystems.com/discover-our-new-design.html>

Picture description (Copyright: Lutz Sternstein): Olivier Krueger, CEO of Lufthansa Systems (right), and Ansgar Lübbehusen, Head of Marketing & Communications (left), accept the awards for Lufthansa Systems at the German Brand Award 2019.

Further images can be found in the download section of our website at:

<https://www.lhsystems.com/about-us/downloads/image-library>

## **German Design Council – the initiator**

The German Design Council is an independent and internationally active institution that supports companies in the efficient communication of design and brand expertise while enhancing the general public’s understanding of design. Established as a foundation in 1953 on the initiative of the German Bundestag by the Federation of German Industries (BDI) and several leading companies, the German Design Council (“Rat für Formgebung”) promotes design and brands with its competitions, exhibitions, conferences, seminars and publications. The membership base of the German Design Council currently comprises more than 300 domestic and foreign companies. [www.german-design-council.de](http://www.german-design-council.de)

## **German Brand Institute – the promoter**

The German Brand Institute Foundation was established jointly by the German Design Council and GMK Markenberatung. Its aim is to strengthen the importance of the brand as a key success factor for companies in national and international competition. The German Brand Awards are the foundation’s unique prizes for outstanding brand management. [www.german-brand-award.com](http://www.german-brand-award.com)

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## **About Lufthansa Systems**

Lufthansa Systems GmbH & Co. KG is a leading airline IT provider. Based on long-term project experience, a deep understanding of complex business processes and strong technological know-how, the company provides consulting and IT services for the global aviation industry. More than 350 customers worldwide rely on the know-how of IT specialists at Lufthansa Systems. Its portfolio covers innovative IT products and services which provide added value for its customers in terms of enhanced efficiency, reduced costs or increased profits. Headquartered in Raunheim near Frankfurt/Main, Germany, Lufthansa Systems has offices in 16 other countries.

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