



PRESS RELEASE

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Best employee magazine in Europe: Berner Group wins European Excellence Award 2019 in the “Internal Publications” category

On November 29, 2019, the Berner Group employee magazine was awarded the European Excellence Award 2019 in Lisbon. The international prize has been awarded since 2007 for outstanding PR and communications work. In the “Internal Publications” category, the commercial enterprise’s Group-wide magazine, which is distributed in 23 countries, held its own against four other nominees. The jury’s assessment: the magazine’s focus is on the employee. From the first to the last page.

The Berner Group is a family-run commercial enterprise with over 8,200 employees in 23 European countries. Digital networking and a common corporate culture connect the staff and guide them through times of transformation. The award-winning Group-wide magazine for the Berner, BTI, Caramba, ambratec and KENT brands also makes a relevant contribution to this. Page by page, the aim is to provide real insights into the Berner Group’s work, in order to convey values, motivate and promote trust.

Each issue focuses on one employee, after whom the issue is named. For example, Maria, team leader in Denmark, or Florian, sales representative in France. A drawing of the respective employee’s face can be found on the cover of each issue. In addition, each issue has a focus topic – such as digitization, customer centricity or corporate culture. This allows relevant content to be conveyed throughout the Group.

“The Berner Group stands for unconditional customer centricity. This is only possible with a consistent employee focus. The fact that the jury honored this goal in our employee magazine is a great pleasure to all of us and reinforces our understanding of contemporary communication and corporate culture,” says Christian Berner, CEO of the Berner Group.

The European Excellence Awards

The European Excellence Awards were created to recognize the achievements of communication professionals in their field. The awards are part of a global implementation of Excellence Awards, which have also been launched in Asia-Pacific, North America, Latin America and Africa.

The awards are co-hosted by Communication Director, a corporate communications and public relations magazine distributed worldwide with special editions for Europe and Asia-Pacific. Quadriga, a forum for outstanding education, information, networking and business IT solutions, is also a co-host.

Further information can be found at: www.eu-pr.excellence-awards.com



The Berner Group

The Berner Group is a family-run European commercial enterprise. Our vision is: “We keep the world together and moving.” This means we are the central B2B trading partner for all materials in the maintenance, repair, and production segments for our customers in the building, mobility, and industry sectors. With more than four channels we create an integrated omni-channel purchasing experience for our customers. In the steel and C materials as well as chemicals segments we are also an innovative manufacturer. We are represented in over 23 countries for our customers with more than 200,000 items and 8,200 employees.