



PRESS RELEASE

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Berner Group employee magazine wins design award at the international ASTRID Awards 2019/20

May 2020: The jury of New York's ASTRID Awards has awarded the Berner Group employee magazine the Silver Award in the category "Employee Publication". The international design prize was established 30 years ago to honor outstanding output in international design communications. Its creator is the New York-based MerComm Inc., the world's only independent awards organization for the communications sector.

The ASTRID Award is the first time that the Berner Group employee magazine has been recognized in the field of design. Previously, the B2B commercial enterprise had been pleased to win the 2019 "European Excellence Award" in the category "Internal Publication" and the Silver Award for "Employee Publication: Magazine" at the 2019/2020 Mercury Excellence Awards. Both honor outstanding performance in the field of PR and communication.

Hauke, Maria and Florian: Each issue of the employee magazine is named after a colleague who stands for the main topic of the respective issue. With its stories and real insights into the Berner Group, the magazine in five languages informs, motivates and promotes the trust of some 8,200 employees throughout Europe. Short, easily understandable texts ensure a pleasant reading experience. Scribble illustrations add a human level to the stories and create a modern, friendly look and feel. Right from the start, the employee magazine has been produced by internal editors in the Corporate Communications department and by Superbold Design GmbH, a design agency for branding and communication based in Munich.

ASTRID Awards

The Astrid Awards celebrate outstanding achievements in design communications. The ASTRID Award symbolizes the stellar qualities of creativity, craft, innovation and originality in design. Winners become members of the ASTRID Awards elite – the most successful and influential creators of design communications in the world. Now celebrating its 30th year, the international ASTRID Awards program received nearly 550 entries from around the world.

You can find further information at:

<https://www.mercommawards.com/astrid/awardWinners/categoryWinners.htm>

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.