

Kindermann proudly presents ...

What makes a company that has existed for more than 160 years? Continuous renewal! This is how the success of Kindermann GmbH can be described. Sometimes it's just small adjustments that are made, but now a new era is being ushered in. Kindermann is now presenting itself with a modern brand image and is launching a quality offensive in all areas as well as an innovative reseller online shop soon.

The impetus for the renewal came from Dominic Hoffmann, who started at Kindermann GmbH as Marketing Manager a good year ago. It quickly became clear to him that the corporate design no longer suited the innovative company that Kindermann is today. However, this initiative turned into much more than a new logo. Months of intensive examination of all company divisions followed. From the definition of values to the examination of communication and work processes to personnel development. Together with the employees, a concept was created that makes Kindermann a forward-looking supplier as well as an employer.

Kindermann products, the success speaks for itself

Three years ago, the decision was made to focus more on the company's own brand. The company has not limited itself to its self-produced products but has expanded its portfolio to include touch displays and the KLICK&SHOW collaboration system. Kindermann places the highest value on its own developments, which make these solutions remarkably easy to install and use. Distribution continues to be an important pillar. This provides resellers with a wide range of alternatives and enables them to serve the most diverse demands of end customers with one-stop shopping.

"With our new claim "Kindermann proudly presents" we are going on the offensive again. For too long we have not made our success and status visible. Our new claim not only stands for our own products, but we are also convinced of the quality of the distribution products and our services. All of this can be titled the Kindermann

Experience, our claim to provide customers with an excellent experience at every point of contact with us," says Dominic Hoffmann.

The new brand identity

Kindermann's redesigned logo now includes a figurative mark that is emblematic of the company's next chapter. This combines the "K" of the old word mark with the familiar symbol for "Play/Start" and a stylistic element that stands for connectivity & collaboration. In future, the new Kindermann button will play a central role in the products as well as services and ensure a high recognition value.

Kindermann has taken up the cause of "excellence", which should not only apply to the products, but to all areas of the company. The design element "Spark of Excellence" was developed for this purpose. This key visual is derived from a jewel and will significantly shape the corporate identity.

"We don't want to be the biggest, but we want to be the best, that is our goal. With this, we have set the bar high for ourselves and internally set a process in motion that we work on together day after day. We are proud of our external appearance, as the new look reflects our innovative strength," says Timo Meissner, Managing Director of Kindermann GmbH.

Further information at: www.kindermann.com

This text contains 3.250 characters

Pictures can be found at <https://www.publictouch.de/?cat=33>

About Kindermann

Kindermann, founded in 1861, is the oldest company in the Pro AV industry and is today one of the leading suppliers acting as manufacturer and distributor. Kindermann has always managed in an intelligent way not only to adapt to new market conditions, but also to advance technologies.

Kindermann stands for conferencing, collaboration and connectivity. The world of work and education has changed massively. Collaboration in hybrid teams and digital teaching place new demands on technical equipment. This is exactly where Kindermann comes in with its smart solutions. Smart stands for intelligent, networked, intuitively operable, but also for sophisticated design.

The company has expanded its own portfolio and is thus represented internationally. For example, the KCLICK&SHOW product family is also very popular in many European countries. It shows how easily wireless collaboration and conferencing can work. The triumphant success of Kindermann touch displays is not only based on the trendsetting technology but is above all due to the intuitive user interface developed in-house. At the Eibelstadt site near Würzburg, series products such as table connection panels, brackets, ceiling lifts and media furniture are developed and manufactured. In addition, exclusive customer requests can be quickly implemented here.

Supplemented by a broad product portfolio in distribution, Kindermann enjoys an excellent reputation as a full-range supplier for conference, presentation and media technology, digital signage and dedicated education solutions.

As a manufacturer and distributor, Kindermann sells exclusively through qualified specialist dealers. Trade partners are supported with competent advice and individual project support - from planning to equipment and integration. Attractive special services round off the portfolio.

Further information at: www.kindermann.com

Company contact:

Kindermann GmbH
Dominic Hoffmann
Marketing Manager
Mainparking 3
D - 97246 Eibelstadt
Tel.: +49-(0) 93 03/98 40-217
Email: d.hoffmann@kindermann.de
www.kindermann.de

Press contact:

public touch -
Agentur für Pressearbeit und PR GmbH
Sigi Riedelbauch
Marktplatz 18, 91207 Lauf
Tel.: +49 (0) 91 23/97 47 13
Email: riedelbauch@publictouch.de
www.publictouch.de