



PRESS RELEASE

(Vienna, April 18, 2018)

European Brand Institute awards the world's first "Certified Brand" certificates

On April 18, 2018, the European Brand Institute presented **the world's first "Certified Brand" certificates**, the international seal of quality for brands based on ISO 20671, to the domestic market leader ELK, Hanlo and Zenker, and the Finanzfuchsgruppe at Novomatic Forum.

Gerhard Hrebicek, President European Brand Institute, together with Bobby Calder, Kellstadt Professor of Marketing, Carlos Chanduvi, UNIDO and Elisabeth Stampfl-Blaha, Director Austrian Standards International, presented the first certificates to the "Certified Brand" pioneers Gerhard Schuller, CEO ELK Fertighaus and Christian Mattasits, Managing Director Finanzfuchsgruppe.

Future fit with international brand certification

"The Certified Brands ELK, Hanlo and Zenker are managed according to the latest international standards to keep them fit for the future.", explains ELK CEO Gerhard Schuller the decision for the certification. "Brand value has an increasing impact on the overall value of the company. A consistent and clear brand policy contributes significantly to our corporate success. The certification documents the quality of the brand in the internal corporate process and in external communication.", Schuller continues.

"In tenders, the certification helps and creates confidence in the brand quality. The pioneering role in the industry is also important to us as a dynamic growth company," says Christian Mattasits, Managing Director of Finanzfuchsgruppe.

Documented brand quality

Certified Brands comply with international standards for holistic brand management, thereby increasing the brand's competitiveness. The seal of approval, which is valid for 3 years, demonstrates the quality standard of the brand and creates the basis for ongoing improvements, process optimization and future-proofing of the company.



Certified Brand

The Certified Brand Seal of Quality is based on the know-how and over 20 years of relevant experience of the European Brand Institute and a global team of brand management experts. Together, they have developed an international standard for increasing the efficiency of value driven brand management. The findings of this work are manifested in the new ISO 20671. The Certified Brand Seal of Quality is the first international seal whose award is based on an objective evaluation standard.

The companies, regions and associations awarded with the Certified Brand Seal of Quality work on their future fitness in accordance with the highest standards of brand management in order to trigger improvements and increase the value of their brand.

For additional information contact:

maX iconvienna GmbH

Mag. Renate Altenhofer

Börsegasse 9, 1010 Wien

E: office@europeanbrandinstitute.com

www.certified-brand.com

www.europeanbrandinstitute.com

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