

Brand matters: Prestigious Honour for the Pioneer of the Kitchen Water Place

BLANCO wins German Brand Award 2025 for its new Brand Identity

Oberderdingen (Germany), 14 July 2025. The BLANCO Group, a pioneer in holistic systems for the kitchen water place, has been honoured with the prestigious German Brand Award for its comprehensive rebranding in the category “Excellence in Brand Strategy and Creation Brand Design – Corporate Brand.”

The international jury was unanimous in its assessment: “With a clear focus on the central work area in the kitchen, the brand has successfully distinguished itself from competitors. The harmonious blend of pared-back design elements, distinctive typography and a minimalist visual language underlines BLANCO’s premium positioning. The bold choice of colours and contemporary visualisations deliver an aesthetically and functionally compelling brand experience that resonates both emotionally and strategically.”

Marking its centenary, BLANCO is sharpening its brand profile for very good reason, according to BLANCO Group CEO Frank Gfrörer: “We stand for the integrated system solution at the kitchen water place like no other company. With our BLANCO UNIT – a seamlessly coordinated range encompassing faucets, water systems, sinks and sink cabinet organization – we enhance the water place as the heart of the kitchen, delivering tangible functional and emotional benefits to our customers and end-users alike. Our new brand identity boldly articulates this commitment, and we are delighted to receive this accolade.”

Vice President of Global Brand Marketing, Daniela Römgens, adds: “In crafting our new brand identity, we deliberately challenged traditional norms in the kitchen sector. At the same time, we have made the advantages of our holistic water place solutions more visible, thereby accentuating the value of our offering. Both trade partners and consumers benefit from a striking and consistent brand experience – be it online, in print media, webshop or within kitchen studios and showrooms. I am immensely pleased that our bold departure from conventional paths has been recognised and rewarded.”

BLANCO has introduced dynamic graphic elements intended to emphasise the quality, versatility and joie de vivre associated with the kitchen water place. The visual landscapes and graphic motifs highlight the everyday benefits that the modular BLANCO UNITs provide, while a modern typographical approach injects further freshness into the brand perception. BLANCO is currently implementing the new brand identity worldwide across all digital and analogue touchpoints – from its website and product catalogues to advertisements and POS materials, including displays and fixtures for trade partner kitchen showrooms.

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ABOUT BLANCO

BLANCO stands for the kitchen water place in private households. As an internationally established premium supplier with German roots, the company develops and manufactures products that impress with their award-winning design, high-quality materials and customised design options. At the heart of the portfolio is the modular BLANCO UNIT, which seamlessly combines sinks, mixer taps and water finishing as well as organisation systems for the base cabinet as system components in form and function. BLANCO's drive: more convenience, flexibility and enjoyment in the daily use of the private kitchen water area. With an annual turnover of more than 380 million euros (2024), more than 1,400 employees worldwide are committed to this - at the headquarters in Oberderdingen, Baden-Württemberg, as well as in the national companies in Europe, Asia, Australia and North America.

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About the German Brand Award

Established in 1953 on the initiative of the German Bundestag, the German Design Council has long championed the importance of design and brand management. Since 2016, it has awarded the German Brand Award, which recognises outstanding brand strategies, superior communications and innovative executions across all areas of modern brand management – from corporate design and employer branding to digital brand presentation. Honoured are those brands that provide guidance and deliver genuine value to business, society and culture.

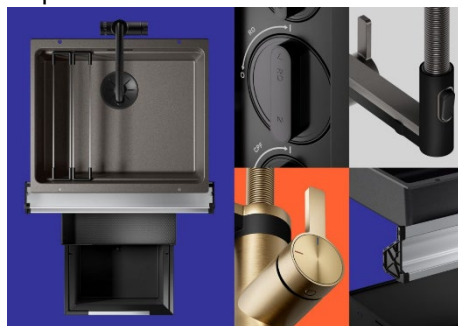
CAPTIONS:

Caption 1



The BLANCO Group, a pioneer in holistic systems for the kitchen water place, has been awarded the prestigious German Brand Award for its comprehensive rebranding in the category “Excellence in Brand Strategy and Creation Brand Design – Corporate Brand.”

Caption 2



BLANCO’s new brand identity is characterised by dynamic graphic elements, striking typography and a minimalist visual language, which collectively underscore the quality, versatility and joie de vivre – in short, the added value that the modular BLANCO UNITS bring to everyday life.

Caption 3

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BLANCO is currently rolling out its new brand identity globally across all digital and analogue touchpoints—from its website and product catalogues to advertisements and POS materials such as display stands in trade partner kitchen showrooms.

Images / photo credit: BLANCO

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