



Press Release of the Design & Marketing Agency PAP

GERMAN BRAND AWARD 2023 – WINNER

London – New York – Egelsbach

Local Design Agency Celebrates German Brand Award, Showcasing Exceptional Design Team's Expertise

Egelsbach, Thursday, June 15, 2023 – PAP – THE BRAND, a leading design, marketing, and production agency headquartered in Egelsbach, proudly announces their recent success at one of Germany's highest awards for design agencies.

GERMAN BRAND AWARD 2023 – WINNER

In the category "Excellence in Brand Strategy and Creation".

This recognition not only highlights the exceptional talent and global perspective of PAP's design team but also represents a significant milestone in the company's 20-year history. PAP is the first company in the region to be honored with this award and lead major projects for the internationally renowned brand, OMEGA.

The German Design Council, the organizer of the award, is an independent organization that operates globally to support companies in effectively communicating their design and brand expertise. Its primary goal is to enhance public understanding and appreciation of design. Established in 1953 as a foundation, the German Design Council was initiated by the German Bundestag, the Federation of German Industries, and leading companies. Through various initiatives such as awards, exhibitions, conferences, seminars, and publications, the German Design Council promotes design, branding, and innovation. Currently, it has a membership of over 350 domestic and foreign companies.

PAP's decision to participate in the German Brand Awards was driven by their outstanding work on the SIS system they designed from scratch for Bierbaum-Proenen (BP). Five designers dedicated a year and a half to this endeavor. This is PAP's third participation in the award in the last 20 years, making them an awardee of the highest national recognition.

The specific goal of the project was the creation of a display system that could be adaptable and fit different spatial requirements, as well as present different kinds of goods. To solve this the team came up with a modular system that consists of basic elements. Together they can be mixed to create more complex items for any specific case.

Comprised of a diverse and extremely talented group of designers from different regions of the world, this creative collaboration brings a fresh and dynamic perspective to every project, infusing each assignment with captivating narratives and distinctive personalities. These features proved vital to the development of BP's new product matrix.



Other than BP, PAP has established a remarkable track record as the trusted lead agency for OMEGA Germany for over 15 years. This recent accolade further solidifies their reputation as industry trailblazers who consistently exceed client expectations, setting a new standard for success in the local market.

Metin Mirasyedi, the visionary founder of PAP, expressed his pride in the team's achievements, stating, "It's not just about designing products, it's about giving them character."

As PAP continues to push creative boundaries in design and production, their commitment to unmatched creativity and innovation remains unwavering. They are proud to represent the vibrant community of Egelsbach and look forward to delivering exceptional solutions to clients, both locally and globally.

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