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**HEWI among the major
German brands**

The ninth edition of the high-quality publication series "The Great German Brands", published by the German Design Council, was presented at a festive design gala at Soho House Berlin. HEWI is one of the great German brands - once again underlining its market leadership in the accessibility sector.

If you want to survive in the high-speed universe of the current transformation, you need a differentiating design and a concrete value proposition for a strong brand. The title of this year's volume "DESIGN. BRAND. INNOVATION." sums up this triad of success. "Those who orient themselves to the sweet spot of these three dimensions are up to the future," sums up Lutz Dietzold, Managing Director of the German Design Council Foundation. "The brands presented in the book all tell success stories of this trilogy."

Universal Design -
the human being in the centre

For decades HEWI has anchored universal design as a sustainable design philosophy in its own DNA. This design attitude consistently aligns the HEWI brand with essential principles in which the focus is always on people.

HEWI has already defined one thing during product development: Design is diversity and concerns everyone. Not more for one person and less for another. Design affects everyone at all times, in every phase of their lives. Over many phases of life it can be the comfort that you always wanted and suddenly becomes an irreplaceable support in everyday life.

HEWI sums it up for itself and its customers under "Design Comfort Care" - or rather: three points to which the company is fully committed. And HEWI carries this out with its expertise as a brand across all standards of design, from the details of a soap dispenser to the barrier-free overall concept. HEWI offers everyone an aesthetic solution for the bathroom tailored to their needs: Design Comfort Care.

The major German brands

In its series "The Great German Brands", the German Design Council has been presenting outstanding German brand companies since 2013. Whether a design milestone of design culture or standing out with a special innovation: "The Great German Brands" reflect the entire spectrum of German industry.