



## Awarded “Brand of the Century”

By publishing house “Deutsche (German) standards”  
in December 2015.

Alfi alongside 250 iconic German brands such as Mercedes-Benz, Porsche, RIMOWA, Bogner, Deutsche Bank, Lufthansa, Miele, Stiff, etc.



Values, power and myth: Every three years, the publishing house Deutsch Standards celebrates the premium class of German brands. The exclusively designed book, the spectacular event and the digital campaign provide a stage for the Who's Who of the German economy as a huge extravaganza, moving big names and exciting corporate stories to the forefront.

All Brands of the Century were nominated in a comprehensive selection process by an advisory board made up of competent professionals. Publisher and editor Dr. Florian Langenscheidt also honoured alfi as the “brand that has made it into the league of champions - promising a degree of quality that the company has been perfecting for decades”.

### German Standards “Stars 2016”

Alfi CEO Bernhard Mittelman (left) accepts the award from publisher Dr. Florian Langenscheidt during the huge brand gala held in Berlin.

## Well-known product designers from all over the world devise their creations for alfi

Today, the designers and studios that are responsible for designing alfi products include Martin Hauenstein, pearl creative, Katja Falkenburger, Tine Latein, Markus Binz and Peter Ramminger. And to this day, the insulated containers produced in Wertheim are still top of the ranking when it comes to international design awards.

Alfi and design are two terms that have long been inextricably entwined and the highest standards of durable quality and design will also continue to be part of the brand's unmistakable characteristics in the future.

