

## Press release

### Koenig & Bauer wins ADC Award

#### Prize for company's 200-year anniversary publication

- Art Directors Club Award
- Prize winner in the categories Design/Typography and Corporate Publishing
- Jubilee publication unites tradition and modernity

Würzburg, 23.04.2018

Koenig & Bauer has won this year's ADC award. The Art Directors Club awarded the jubilee publication commemorating the company's 200-year anniversary with the prestigious prize. Koenig & Bauer, a company steeped in tradition and founded in Würzburg, thus continues its winning streak with a raft of awards for products and publications.

Every year, several thousand entries from Germany, Austria, Luxemburg and the German-speaking part of Switzerland compete for the bronze, silver and gold ADC award nails. 27 expert juries met on 16 and 17 April to examine various submissions in the different competition categories. A total of 378 creative judges assessed the originality, clarity, power, workmanship and enjoyment the entries bring.

Koenig & Bauer submitted its publication commemorating the company's 200-year jubilee to this year's ADC award festival. The publication about the Würzburg printing press manufacturer's tradition and modernity won the jury over in the categories "Design/Typography" and "Corporate publishing". "The jubilee publication looks back at our 200-year history and our brand relaunch, while at the same time focusing on the beginning of the company's third century," says Dagmar Ringel, director marketing and corporate communications at Koenig & Bauer.

The award ceremony which took place on 19 April in Hamburg was the highlight of this year's ADC festival. The varied festival program included a conference and open-space discussions. The outstanding work of this year's ADC award winners can be viewed in the Museum of Work in Hamburg from 18 to 29 April.

#### Photo:

Koenig & Bauer received the Art Directors Club's bronze nail in two categories for its jubilee publication commemorating the company's 200-year anniversary

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## **About Koenig & Bauer**

Koenig & Bauer is the world's second-largest printing press manufacturer with the broadest product range in the industry. For 200 years, the company has been supporting printers with innovative technology, tailor-made processes and a wide array of services. The portfolio ranges from banknotes, via board, film, metal and glass packaging, through to book, display, coding, magazine, advertising and newspaper printing. Sheetfed and webfed offset and flexo printing, waterless offset, intaglio, simultaneous perfecting and screen printing or digital inkjet – Koenig & Bauer is at home in virtually all printing processes and is the market leader in many of them. In the financial year 2017, the approximately 5,500 highly qualified employees worldwide generated annual sales of more than EUR 1.2 billion.

*Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)*