PRESS INFORMATION

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7 December 2020

**THE MAJOR GERMAN BRANDS.**

**WE ARE DELIGHTED TO BE ONE OF THEM.**

**The Solingen-based family-run company MARTOR is a new member of the German Design Council. The Council is a foundation and sees itself as a network for and as representing the interests of Germany's leading design and brand-oriented companies. Its members include global players such as Daimler, Siemens and Braun as well as many medium-sized companies who, like MARTOR, believe in the power of brands.**

At MARTOR, resolute brand management and a passion for exceptional design are part of the company's DNA. Both branding and customer-centric design have contributed immensely over recent years to taking our belief in safe cutting out into the world. Our safety knives are unique in form, design and function. We also provide digital and personal on-site services enabling us to support customers meaningfully as partners and consultants.

Foundation membership is visibly expressed in the publication "#whatcounts. The Major German Brands" (2021), which is published by the German Design Council. Like the foundation's other members, we use the publication to set out our core brand values.

Our brand promise will continue to motivate and guide the development of innovations and expand our services. Importantly, our brand and design expertise also helps us to stay on course in turbulent times.

We look forward to pursuing this path together with our partner companies within the foundation network.

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