Press release

LEIBINGER honoured with German Brand Award

Tuttlingen (Germany), 26th June 2025 – LEIBINGER is the 'Winner' of the coveted German Brand Award, which was presented in Berlin on 26 June. The award was given in the 'Digital Campaign' category for the company's innovative microsite project, which the specialist in industrial marking systems is using to expand its brand awareness worldwide and support its distribution partners.

The microsite project, launched in 2024, enables LEIBINGER to quickly and easily create compact, country-specific websites around the globe. Language and selected content, such as case studies, can be tailored to the specific target market to better appeal to customers and optimise brand management.

On track for success with brand building

The award-winning microsites are part of LEIBINGER's international marketing strategy to strengthen local partners and increase brand awareness. The strategy also includes broad multichannel social media activities, participation in numerous trade fairs in key regions, further expansion of press relations and special marketing support for LEIBINGER distributors.

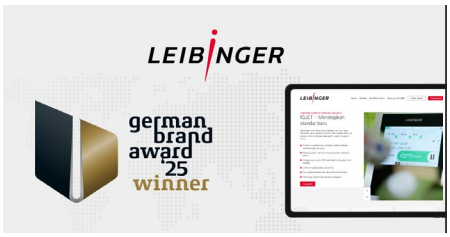
Christophe Lopez, CCO at LEIBINGER, sums it up: "I am very proud of our global success and the recognition of these joint achievements by the German Brand Award."

Aljona Barberio, Marketing Manager, adds: "Creativity and digital thinking are at the heart of our marketing strategy. A strong brand is critical to success. It ensures recognition, establishes a compelling image, builds trust and strengthens long-term customer loyalty. The award and positive market feedback confirm that we are on the right track. The stronger LEIBINGER's global position, the more our local partners benefit."

Independent jury honours outstanding brand work

The German Brand Award is one of the most prestigious German awards for excellence in brand management. Independent experts from the worlds of business, science, agencies and consulting honour companies, organisations and personalities in the disciplines of 'Excellent Brands' and 'Excellence in Brand Strategy and Creation', in which LEIBINGER has now also been recognised. The competition is organised by the German Brand Institute.

Image captions:

	LEIBINGER wins the German Brand Award in the “Digital Campaign” category. Source: Paul Leibinger GmbH & Co. KG, Rat für Formgebung Service GmbH
	LEIBINGER receives the German Brand Award in the “Digital Campaign” category for its innovative microsites project – a milestone in international brand management and partner communication. Source: Paul Leibinger GmbH & Co. KG, Rat für Formgebung Service GmbH
	“I am very proud of our global success and the recognition of these joint achievements by the German Brand Award.” Christophe Lopez, LEIBINGER CCO Source: Paul Leibinger GmbH & Co. KG
	The stronger LEIBINGER’s global position, the more our local partners benefit.” Aljona Barberio, LEIBINGER Marketing Manager Source: Paul Leibinger GmbH & Co. KG

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About Paul Leibinger GmbH & Co. KG (LEIBINGER)
LEIBINGER is a globally operating specialist in coding & marking systems with headquarters in Tuttlingen, Baden-Württemberg (Germany). The third-generation family-run company, founded in 1948, develops and produces industrial inkjet printers as well as inks for various applications – with a workforce of close to 300. Innovative technologies and an exceptionally high standard of quality are what distinguish LEIBINGER's advanced coding and marking solutions. As the inventor of a groundbreaking nozzle sealing technology that makes ink-based marking systems much less susceptible to contamination, LEIBINGER ensures greater productivity in the manufacturing of food and industrial products – with tens of thousands of successful installations worldwide. A global network with some 150 distribution partners and subsidiaries in the US and China ensures that LEIBINGER is ideally positioned to maintain close relationships with its many customers worldwide.