

## PRESS RELEASE

### **BRAIN receives the 2013 iF communication design award**

Zwingenberg, Germany, February 21, 2013 - The biotechnology company BRAIN AG has announced that after only three issues BRAIN's BLICKWINKEL business report has received the 2013 iF communication design award from a high-profile jury invited by iF Industrie Forum Design e.V. The iF design awards reflect current design trends as well as the economy of well-designed objects.

The international jury evaluated a total of 1,086 entries in seven categories with a particular focus on aspects such as animation, atmosphere, interface, typography, product communication, image, sales promotion and corporate publishing. The award ceremony - the 2013 iF design awards night - will be held in Munich on the occasion of the "Munich Creative Business Week" on February 22, 2013.

Coinciding with the beginning of BRAIN's 2011-12 fiscal year, BRAIN published the first issue of its BLICKWINKEL periodical to inform shareholders, co-operation partners, the supervisory board, employees and friends on recent business activities, as well as on BRAIN-specific and industry-wide developments regarding the biologisation of key industries. The articles, all written by BRAIN employees and guest

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writers from network partners, are brought to life with extraordinary pictures while accompanying illustrations help make their content also accessible to readers without scientific background.

The concept, which is quite unusual for a technology company, was created by BRAIN's art director Bettina Schreiner. The publication already has many friends and admirers, including entrepreneurs, creative minds and professors, who were recently joined by the 13-strong international iF communication design award jury.

“Sophisticated communication is an intrinsic part of BRAIN's corporate strategy, even though these activities do not directly form part of our core business - technology development, production and science,” underscores Dr. Holger Zinke, CEO of BRAIN AG.

“It is of utmost importance to us to apply the very same quality, creativity and diligence standards to internal and external interaction and communication campaigns that also govern our research and development co-operation projects,” adds Dr. Martin Langer, Head of Corporate Development and Member of the Board at BRAIN.

BRAIN already received several awards for their extraordinary activities in the realm of arts and culture. In 1998, the company was awarded the Josef Maria Olbrich Medal by the Association of German Architects (BDA) for the revitalisation of the listed Bauhaus building which acts as company headquarters; in 1999 the Hessian finance minister honoured the company with the “Exemplary Buildings in the Federal State of Hesse” award. In March 2011, BRAIN was named “Company of the Month” by the Hessian State Chancellery for acting with “commendable corporate responsibility”. At the end of 2012, BRAIN received the Bronze DDC Award for excellence in corporate communication.

## About BRAIN

BRAIN AG is an industrial “white” biotech company which discovers and develops novel bioactive natural compounds and proprietary enzymes for its partners and customers in the chemical and pharmaceutical industries, as well as the food and cosmetics industries. With its unique approach to the discovery and production of new biological compounds and biocatalysts, the company achieves creative solutions by harnessing nature’s untapped biodiversity. Its success is built on its proprietary BioArchive comprising millions of genes, proteins and metabolic pathways from microbial isolates and metagenome libraries. Since its foundation in 1993, BRAIN has entered into over 80 strategic collaborations with nearly all the relevant companies within the chemical industry as e.g. BASF, Ciba, Clariant, Evonik, DSM, Genencor, Henkel, Nutrinova, RWE, Sandoz, Schering, Südzucker and Symrise, to name but a few. Currently, BRAIN employs 105 highly skilled people.

For their groundbreaking industrial biotechnology activities for a sustainable „biologisation of the chemical industry“ using nature’s toolbox for industrial processes, BRAIN with its CEO Dr. Holger Zinke received the “Deutschen Umweltpreis 2008” of the “Deutsche Bundesstiftung Umwelt”, DBU.

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## About iF International Forum Design GmbH & iF Industrie Forum Design e.V.

For 60 years, iF has been known as the perfect link between the worlds of design and industry. Starting in 1953 as “Special Exhibition of Well-Designed Industrial Products” at the Hanover trade fair grounds, iF has become an international design centre, with its new headquarters located in Hanover’s city centre and exhibitions all over the world. The original iF Industrie Forum Design e.V. is today complemented by iF International Forum Design GmbH, which organizes all iF awards, with a particular focus on the three main competitions: iF product design award, iF communication design award and iF packaging design award. The iF design awards reflect current design trends and the economy of well-designed objects. A total of seven iF branch offices and several iF representative offices are scattered all over the world, providing further proof of the international positioning of iF.

Since its first edition in 2004, the iF communication design award has established itself in the top flight of the most important national and international competitions. Everybody who receives this award has demonstrated excellent communication design skills. The iF communication design award brings together advertising agencies, communication designers and their clients, as well as manufacturers, designers, architects and interior designers who are all competing for the votes of the judging panel. The entries are evaluated against criteria such as target group oriented communication and content, design quality and creativity, customer relevance, economy, originality and innovation.

All winners of the three 2013 iF design awards will be presented in comprehensive publications, the so-called iF yearbooks. The successful entries of the three 2013 iF design award competitions will be on display - either physically or digitally - during the Hanover iF design exhibition, which coincides with the CeBIT trade show (5 - 9 March 2013) on the trade fair grounds. Moreover, for the first time ever all 2013 entries will be shown during the Hamburg iF design exhibition. Held right in the middle of the design hub’s new HafenCity district, it will prove a particularly attractive venue in Hamburg for media representatives and experts as well as members of the general public with an interest in design and architecture.

[www.ifdesign.de](http://www.ifdesign.de)

## Pictures and Text



BRAIN AG: The BLICKWINKEL quarterly reports received the renowned 2013 iF communication design award.

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