

PRESS RELEASE

BRAIN presented with the Werkbund Label 2016 Award

Zwingenberg, 16 September 2016 - BRAIN AG, the bioeconomy company, has received the WERKBUND Label 2016 Award for acting as a role model in terms of transdisciplinary cooperation. The WERKBUND Label Award is presented biennially by the Deutsche Werkbund Baden-Württemberg, honouring projects, ideas, companies, concepts and products which stand out due to their extraordinary commitment and serve as role models for society, politics and culture. The Deutsche Werkbund Label award ceremony takes place at the Burda Media Tower, Offenburg, Germany, on Friday, 16 September 2016.

This year, the Werkbund award jury commended the work of ten international companies and projects as innovative and future-orientated or praised the extraordinary design quality of their work. Next to their ground-breaking and future-orientated ideas, the award winners also impressed the judges by the extent to which they served as a role model to society and politics, their use of environmentally-friendly technologies and their civic involvement marked by courage, lateral thinking and personal initiative.

Contact:

B•R•A•I•N
Biotechnology Research
And Information Network AG
Dr. Martin Langer
Executive Vice President
Corporate Development
Darmstädter Str. 34-36
64673 Zwingenberg,
Germany

Tel.: +49-(0)-6251-9331-16
Fax.: +49-(0)-6251-9331-11
E-Mail: ml@brain-biotech.de
www.brain-biotech.de

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The WERKBUND Label Award aims at raising public awareness and appreciation for the projects. By hosting a gala award ceremony, the Deutsche Werkbund directs public attention to the successful projects, which it deems to be playing a significant role in shaping our future or answering societal challenges.

2016 award winners include, among others, the tradition-steeped British sports car manufacturer Morgan Motor Company of Malvern Hills; a project dedicated to construction plans for design classics; an electricity supplier which generates energy from artistic projects; and BRAIN, the pacemakers of the white biotechnology industry.

“The technological utilization of biological processes in a transdisciplinary, integration-oriented and comprehensively networked company is unrivalled and exemplary on a global scale. That alone would be reason enough to consider such a, in the broadest sense, environment-oriented company for a Werkbund Label award,” says Dipl. Ing. Alexander Grünenwald, a member of the award jury.

However, the jury was particularly impressed by BRAIN’s unique corporate philosophy, which is governed by the transfer of creative academic thoughts into industrial applications, as well as by its unique corporate culture and communication strategy, which has already won multiple awards.

“It is a huge honour for me to accept this award not only on behalf of myself but on behalf of all BRAIN AG employees. For us, cultural involvement goes beyond our core competencies such as technology development, production and science and represents a key element of a well-balanced and sustainable corporate culture and communication. This award encourages us to progress along the path that we have chosen and to advance the biologization of industries,” explains Dr Jürgen Eck, CEO of BRAIN.

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“This cultural commitment is an intrinsic part of our corporate DNA and we are pleased to hear that the renowned Werkbund association presents BRAIN with the Werkbund Label 2016 Award for our cultural efforts. At BRAIN, we apply the same quality, creativity and diligence standards that govern our research and development partnerships when it comes to the company’s interaction and communication with external parties. In doing so we foster a fruitful and cross-pollinating exchange between science, culture and the arts,” adds Dr Holger Zinke, founder of BRAIN AG.

Over the past few years, BRAIN has been presented with several awards for its arts and culture involvement. The company, which is headquartered in a listed industrial building dating back to the early modern age in Zwingenberg, Germany, has received numerous awards and prizes in the areas of science, architecture and culture; among them the award for exemplary buildings in the federal state of Hesse, the Josef Maria Olbrich Award offered by the Association of German Architects (BDA), as well as design awards such as the 2013 IF Award and the 2014 German Design Award. In 2011 the company was presented with the “Company of the Month” Award of the Hesse federal state government while four years down the road it received the 2015 German Citizen Award, Germany’s most significant nationwide prize honouring volunteers and voluntary commitment.

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About BRAIN

BRAIN AG is one of Europe's leading technology companies in the field of industrial biotechnology, the core discipline of the bioeconomy. As such, BRAIN identifies previously untapped, efficient enzymes, microbial producer organisms or natural substances from complex biological systems that can be put to industrial use. The innovative solutions and products developed by help of this "Toolbox of Nature" are successfully applied in the chemistry, the cosmetics and the food industries. Today, BRAIN's business model is based on two pillars – "BioScience" and "BioIndustrial".

The first pillar, "BioScience", comprises its – frequently exclusive – collaboration business with industrial partners such as BASF, Ciba, Clariant, Evonik, DSM, Genencor, Henkel, Nutrinova, RWE, Sandoz, Schering, Südzucker and Symrise to mention just a few. The second pillar "BioIndustrial" comprises the development and commercialisation of BRAIN's own products and active product components. In FY 2014-5 the group generated a total output of ca Euro 25.7m and employed about 220 persons.

www.brain-biotech.de/en

Deutscher Werkbund e.V. (German Association of Craftsmen)

The Deutscher Werkbund association was established in 1907 aiming at a refinement of industrial work based on an interaction between the arts, industry and the crafts. It has significantly influenced the culture of industry and design and strives for a high-quality design of the human environment. Being of a discursive, interdisciplinary and charitable nature, it pursues its objectives by means of events, excursions, publications, exhibitions and exemplary projects. It has initiated and helped establish several institutions of the modern age - although it is not a professional interest group itself. The association is supported by designers, individuals committed to culture and society, freelancers and entrepreneurs who are all dedicated to a high-quality design of our environment relying on exemplary projects and an interdisciplinary collaboration between representatives from society, architecture, landscape and residential design, general design, the arts, monuments conservation, welfare and the energy sector. The association pursues its objectives on a European level.

www.deutscher-werkbund.de

The Werkverbund Label Award

The WERKBUND LABEL Award is presented every two years to extraordinary projects and initiatives. WERKBUND LABEL Award winners must impress judges with a high design quality, interdisciplinary teamwork, the extent to which they serve as role models, identifiable general targets, as well as the promotion of civil society developments through courage, unconventional processes, lateral thinking and personal initiative. The WERKBUND LABEL Award aims at raising the winning projects' public appreciation and seeks to boost their prospects of success. With the award the Werkbund association aims to underscore and promote what it considers to be crucial for the shaping of the future and for answering critical societal issues.

www.deutscher-werkbund.de/tags/werkbund-label/

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*Urban Microcosms,
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