

Media release

Dussmann Group refreshes its brand appearance on its 60th anniversary

- Initials of founder Peter Dussmann remain part of the logo
- Brand appearance is clear, calm and distinctive
- In the summer of 2022, the service provider has already renewed its operational brand "Dussmann"

Berlin, March 07, 2023 - The Dussmann Group has refreshed the brand appearance of its umbrella brand to mark its 60th anniversary. The new visual identity of the family-owned company, founded in 1963, is clear, calm, and distinctive.

The initials of the company's founder Peter Dussmann, who died in 2013, have been retained as a characteristic logo. Both color and design language have been carefully adapted and modernized. The shade of red now resembles that of the operational brand "Dussmann" - this largest of the Dussmann Group's three business divisions already underwent a [brand relaunch](#) in June 2022, reflecting the company's realignment. The Dussmann brand presence was visually and strategically decoupled from the Dussmann Group umbrella brand.

The communication channels of the Dussmann Group such as [LinkedIn](#) and [Twitter](#) already appear in a new look, the relaunch of the website including the newsroom will follow in spring. The new appearance also includes a corporate typeface.

"It was important to us that, just in time for the company's 60th anniversary, and following the brand relaunch of Dussmann, the Dussmann Group also appears modern and fresh - just as we are as a company thanks to the consistent implementation of the next level strategy," says Wolf-Dieter Adlhoch, CEO of Dussmann Group. "The modern appearance fits in with our approachable, high-performance and successful family business."

Dussmann Group forms the umbrella for all entrepreneurial activities of the Dussmann Stiftung & Co. KGaA with the three operational business divisions Dussmann, Care & Kids and Dussmann das KulturKaufhaus. Dussmann Group has 65,000 employees in 21 countries worldwide.

Dussmann Group was supported in this project by the Munich brand consultancy and design agency Truffle Bay - as was the case with the relaunch of the Dussmann brand in 2022.

Your contact person:

Michaela Mehls, Press spokeswoman Dussmann Group

Phone +49 30 2025 25 25

E-mail: michaela.mehls@dussmann.de

On the Dussmann Group:

Dussmann Group employs 65,000 people in 21 countries with ideas and a passion for people. In 2021, the service provider based in Berlin achieved consolidated sales of € 2.31 billion with its three business divisions. The largest business division Dussmann is a passionate solution partner in the areas of Facility Management, Food Services and Technical Solutions. Dussmann Facility Management bundles all integrated facility management services with a high level of in-house services: cleaning, security services, building services, electrical and communications technology as well as charging solutions for e-vehicles. Dussmann Food Services offers diverse and sustainable catering concepts for children, employees, patients, and guests in senior facilities with warm hospitality. Dussmann Technical Solutions comprises the business units in plant construction and technical services. They provide solutions for the entire life cycle of facilities and buildings, from planning, construction and commissioning to maintenance and repair in the areas of electrical engineering, refrigeration, and air conditioning as well as elevator technology. The Care & Kids division provides care and nursing services for 13,400 senior citizens with its "Kursana" brand and for business-related childcare with its "Dussmann KulturKindergarten" brand. Germany's largest media department store "Dussmann das KulturKaufhaus" in Berlin is also part of the family owned Dussmann Group. More information at news.dussmanngroup.com.