



## Award for excellent brand management: Kai receives the German Brand Award 2021



The Japanese Knife manufacturer **kai** stands for high quality products and reliable technology. Their manufacture combines age-old forging tradition with innovative technology. The company philosophy “Better products for more people” has been driving kai for generations. This convinced the jury of the **German Brand Awards**, which this year presented the company with the coveted award of “**Excellent Brand**” in the “**Kitchen & Household Appliances**” category.

The independent, top-class jury of experts from companies, science, consulting, services and agencies rated kai as one of the best product and company brands. In addition to criteria such as the degree of innovation, future viability and sustainability of brand management, aspects such as the design quality of the brand image or economic success also play a decisive role in the assessment.

As a unique award, the German Brand Award stands for outstanding brand management and is presented by the German Brand Institute. The foundation was established jointly by the German Design Council and GMK Markenberatung in order to strengthen the importance of brands as a decisive success factor for companies in national and international competition. The German Design Council, founded in 1953, is one of the leading competence centers for communication and knowledge transfer in the field of design, brands and innovation worldwide.

In 2021, the German Brand Award will be presented for the sixth time to companies that are pioneering in the world of brands. This year, however, the winners will be awarded at the first virtual award ceremony of The German Brand Convention.

Kai has already received several awards within its product group in recent years and is very pleased about the renewed recognition as an “Excellent Brand”.

More information at [www.kai-europe.com](http://www.kai-europe.com) or on **Facebook** and **Instagram**.



## **About kai**

For over 110 years, the kai company has been manufacturing knives according to the tradition of the legendary samurai of ancient Japan. The desire to preserve the ancient traditions and combine them with innovative techniques is not a contradiction in terms, but forms the basis for new products that honour Japanese blacksmithing and meet the spirit of the times and modern requirements. With the highest quality standards, kai has made it its business to manufacture special knives for everyday use. Made from natural resources, shaped and designed according to the expertise of the ancient blacksmithing art of the samurai, kai products are a symbol of Japanese craftsmanship, manufactured with the highest precision.