

Press release

Rittal GmbH & Co. KG



Rittal wins PR photo award from dpa subsidiary "news aktuell"

Focus on people: Rittal wins award for best PR picture of the year

A total of 1,500 entries and 8,000 votes: A photograph from Rittal, the enclosure and system provider based in central Hesse, Germany, has won the PR image award from the dpa subsidiary "news aktuell". Most votes for an image in the "Corporate Communications" category went to Rittal's Global Distribution Center in Haiger. The photograph was taken by Michael Koch from "Digital Photo Group".

Herborn, 11 November 2016 – The PR image of the year comes from Haiger. Most of the 8,000 online votes in the "Corporate Communications" category went to a photograph from Rittal. In his award-winning picture, photographer Michael Koch impressively displayed the structure of the Global Distribution Center (GDC) – the image is filled by rows of shelves, 32-m high and 24-km long. The length, width and height of the steel skeleton is shown brightly lit. However, the most important aspect is that the focus is on a human being: In glaring light, Manuel Hennings, the GDC's Safety and Fire Protection Officer, can be seen far away in the distance. The title "1,000 tonnes of responsibility" can be understood literally. This impressed both the jury of "news aktuell" (a subsidiary of the dpa news agency), as well as the public relations experts who cast their votes. The Rittal image was judged the best of the 1,500 submitted.

"Images are an extremely important element in our brand identity. In our communications, how could we better articulate what Rittal counts for: in other words, innovation, quality and responsibility", says Regina Wiechens-Schwake, Head of Corporate Communications at Rittal.

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The photo was taken during a photo shoot for RUND-BLICK, the Friedhelm Loh Group's employee magazine. "Photo shoots at Rittal are always exciting," added photographer Michael Koch: "The GDC's architecture is impressive. For one thing, simply in terms of its size. One special challenge was to highlight 1,000 tonnes of steel and one man."

At the time, the GDC was only a shell, in which the global player had invested around €40 million. Officially inaugurated in August this year, the state-of-the-art logistics centre is a fully automated part of the Rittal operation, next to another large construction site. Over the next few years, Rittal will be investing another €250 million in the region, including the Haiger site, with the construction of the world's most modern production plant for compact enclosures, in other words enclosures that protect the control electronics of machinery and equipment from unwanted influences, and do so in almost every sector of manufacturing. New and spectacular photo opportunities are almost inevitable here.

The PR Image Award is presented annually by "news aktuell", a subsidiary of Germany's "dpa" press agency, for outstanding photography from companies and PR agencies. Well-known German TV presenter Jule Julia Gölsdorf, from the north German NDR channel, together with Jens Petersen from "news aktuell", handed over this year's prizes in eight different categories.

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Caption(s)



Image 1.jpg: The PR picture of the year in the “Corporate Communications” category is entitled “1,000 tons of responsibility” and comes from the enclosure and system provider Rittal in central Hesse, Germany. It shows 25,000 pallets and 1,000 tonnes of steel, 24 kilometres in length, 32 metres in height, as well as one man: Manuel Hennings, Safety and Fire Protection Officer at Rittal’s Global Distribution Center in Haiger is responsible for safety in the region’s most modern high-bay warehouse, around the clock every day.



Picture 2: Enjoying the attention: Regina Wiechens-Schwake, Head of Corporate Communications at Rittal and photographer Michael Koch.

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About Rittal

Rittal, headquartered in Herborn, Germany, is a leading global provider of solutions for industrial enclosures, power distribution, climate control and IT infrastructure, as well as software and services. Systems made by Rittal are deployed across a variety of industrial and IT applications, including vertical sectors such as the transport industry, power generation, mechanical and plant engineering, IT and telecommunications. Rittal is active worldwide with 10,000 employees and 58 subsidiaries.

Its broad product range includes infrastructure solutions for modular and energy-efficient data centres with innovative concepts for the security of physical data and systems. Leading software providers EPLAN and Cideon complement the value chain, providing interdisciplinary engineering solutions, while Rittal Automation Systems offer automation systems for switchgear construction.

Founded in Herborn in 1961 and still run by its owner, Rittal is the largest company in the Friedhelm Loh Group. The Friedhelm Loh Group operates worldwide with 18 production sites and 78 international subsidiaries. The entire group employs more than 11,500 people and generated revenues of around €2.2 billion in 2015. In 2016, it was named one of Germany's leading employers by the Top Employers Institute, for the eighth year running. In a nationwide study, "Focus Money" magazine and the "Stiftung Deutschland Test" found that the Friedhelm Loh Group was one of the best companies for training in 2016.

For more information, visit www.rittal.com and www.friedhelm-loh-group.com.