



press release

Birkenfeld, 27th March 2017

HEPP with new brand consciousness: "THE ART OF SERVICE"

Artful presentation for cutlery, tableware and serving equipment

HEPP has started the year 2017 with a "visual" bang. In line with its claim "THE ART OF SERVICE", the brand is unmistakably positioned in the gastronomy and hotel business with a revised and fresh corporate design. "Over the last 150 years, HEPP has repeatedly excelled," says Thomas Heinen, General Director of proHeq GmbH, who is proud of the history of the long-established company. Susanne Schmidt, Head of Marketing and Product Management, adds: "The new brand identity emphasizes the exceptional quality of the product world. Cutlery, tableware and buffet equipment are presented as objects of art in order to emphasize the premium quality." Not only is this distinctively reflected in new advertising materials and the redesigned website, but also at the exhibition stand at Internorga 2017.

For over 150 years, HEPP has stood for "THE ART OF SERVICE". The art is to combine tradition and modernity, the timeless and the contemporary. When you take a look at the new image worlds of HEPP you are directly immersed in the world of art. For instance, the collections are photographed in rhythmic, parallel sequences or discreetly arranged on pedestals for even greater effect. Backgrounds in a concrete look or stylish colors further enhance the "works of art".

"THE ART OF SERVICE"

The new brand consciousness of HEPP incorporates a personal touch and the clear recognition value of being part of a complete strategic design approach – with art as a permanent element of corporate communication. Thus the brand has a look that is not interchangeable, and a world of experience that is fascinating, moving and shows us what was always there: the natural elegance and breathtaking beauty of the HEPP world. Lastly, "THE ART OF SERVICE" fully meets the customers' needs. Since restaurateurs and hoteliers also present their establishments in an artistic manner. Ultimately, an attractive design concept creates an even greater customer experience.

www.hepp.de



Image request

Images can be downloaded from our media portal <http://press-n-relations.amid-pr.com>. Just search for "HEPP brand identity".



Further information:

proHeq GmbH
HEPP
Carl-Benz-Strasse 10
D-75217 Birkenfeld
Tel. +49 7231 4885 0
Fax +49 7231 4885 83
hepp@press-n-relations.de
www.hepp.de

Press and Public Relations:

Press'n'Relations GmbH
Vanessa Klein and Monika Nyendick
Magirusstraße 33 – D-89077 Ulm
Tel. +49 731 96287-20
Fax +49 731 96287-97
hepp@press-n-relations.de
www.press-n-relations.de

About HEPP

HEPP – Professional Hotel Equipment, proHeq GmbH – based in Birkenfeld near Pforzheim, is one of the leading international providers of tableware. The company uses highly specialized manufacturing processes to produce the world's most diverse range of tableware and serving equipment – from cutlery, coffee pots and the like to chafing dishes and food distribution systems. The focus is upon the material and workmanship, but the design, quality and high level of functionality of HEPP products also meet the highest demands. In 1863, the brothers Carl and Otto Hepp founded the company under this premise and are therefore rightly considered the inventors of hotel silverware. The traditional values of reliability and quality still apply today and form the basis for the success of the company in combination with innovative strength, the de-



velopment of new processes and products and flexible manufacturing. Globally, HEPP is one of the preferred outfitters of leading hotels, hotel chains and restaurants, as well as quality-conscious major catering firms, international cruise lines, airlines and railway companies.