



## PRESS RELEASE

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**Berner Group subsidiary Caramba named “Brand of the Century” 2018.**  
The venerable company is thus part of the top tier of German brand-name products.

Exclusive award for Caramba, a subsidiary of the Künzelsau-based Berner Group: the manufacturer and developer of specialty chemicals has once again been included in the illustrious circle of “Brands of the Century”. Under the editorship of publisher Dr. Florian Langenscheidt, top-class brand-name products “made in Germany” are honored for paving the way in their respective industries. The Caramba brand has been doing this since 1903.

Tradition and innovation: this is Caramba’s brand essence. Caramba’s multifunctional spray with rust-dissolving and lubricating effect has always been a popular all-rounder for those who work privately or commercially with machines and automobiles. Today, the company is one of the leading system providers in the field of technical specialty chemicals for custom cleaning solutions. It has been one of the “Brands of the Century” since 2004. Christian Berner, CEO of the Berner Group: “At Caramba, we are making a promise as a 'brand of the century'. The promise to continue to work for us and to unfold our potential. Every day we develop new special solutions and optimize processes for our customers. In this way, we create real, quantifiable added value. Even after 115 years, Caramba is a vibrant and strong brand.”

Caramba is part of the international Caramba Chemicals Group, which employs a staff of around 1,000 in eight European countries. Numerous clients in fields ranging from the automotive industry to aerospace engineering through tool, plant and machine construction to medical technology rely on Caramba’s expertise and quality – attributes which today have led the company to the highly respected “Brand of the Century” quality seal.

### The Berner Group

The Berner Group is a family-run commercial enterprise with approximately 8,500 employees and 60 years of corporate history. From tools and equipment for garages, materials and fire protection for construction projects to specialty chemicals for industrial plants and commercial cleaning – we supply B2B customers in 25 European countries with our products and solutions. As a reliable business partner, we are always there for our customers: personally on site with some 5,500 field service experts, in mobile and digital fashion with the online shop, for over-the-counter trade as well as via our call center.