



MEDIA INFORMATION

New campaign: You grow with every decision.

Those who don't take decisions have decisions taken for them!

Erkeln, 09/05/2023 – VAUTH-SAGEL open interzum 2023 in Cologne with a new self-image. With the new communicative message “You grow with every decision.” and the associated hashtag #keepongrowing, the company consciously rely on optimism and strength as a basis for mutual growth. The background of the campaign is that every day, we take up to 20,000 decisions – 95% of them unconsciously. The campaign with a “versus mechanism”, derived from the company's initials VS, allows viewers to decide what they stand for. VAUTH-SAGEL clearly and unmistakably position themselves as the better decision in every case, and highlight their position in the company's corporate colour. The conclusion: We grow with every decision we take. Be it as an individual or a company.

“Our eyes have always been directed towards the future and they remain so. The decisions that we take today point out the way there,” said CEO Claus Sagel. “The new campaign clearly indicates the direction in which VAUTH-SAGEL are heading. We are growing because we take decisions and then consistently move forwards.”

The “VS mechanism” can be used in multiple ways. Take for example “Going fast alone” vs “**Going far together**”. This can be in an advert, the boilerplate to an invitation or positioned as a banner on the company website. The campaign is design to function at both the brand-system solution and product levels.

Examples are:

“COMPLAINING ABOUT HARD TIMES VS **BREAKING NEW GROUND**”

“WASTING TIME SEARCHING VS **HAVING TIME FOR THINGS THAT MATTER**”

“STANDARD INTERIOR VS **EXCITING FEATURES**”

In all cases, “You grow with every decision.” is the resolution. VAUTH-SAGEL will implement the campaign internationally for at least the next two years.



MEDIA INFORMATION

VAUTH-SAGEL:

CONTEMPORARY AND INNOVATIVE STORAGE SOLUTIONS. THIS IS WHAT VAUTH-SAGEL HAS STOOD FOR IN ESSENCE FOR MORE THAN 60 YEARS. IN ALL ITS STORAGE SOLUTIONS, THE OWNER-MANAGED FAMILY BUSINESS FOCUSES ON PEOPLE'S DESIRE FOR THE GREATEST POSSIBLE COMFORT. THIS IS WHAT THE COMPETENCE AREAS OF DEVELOPMENT, PRODUCTION AND SALES ARE GEARED TOWARDS - DAY IN, DAY OUT. THE CORE COMPETENCE IN THE KITCHEN AND FURNITURE INDUSTRY HAS LONG SINCE BEEN TRANSFERRED TO MODERN LIVING ROOM COMPONENTS. AND THIS MOTIVATES THE MORE THAN 850 EMPLOYEES TO MANUFACTURE MORE THAN 85 MILLION PRODUCTS WITH THE QUALITY FEATURE "MADE IN GERMANY" EVERY YEAR. IN ADDITION TO THE MANY YEARS OF CROSS-MATERIAL EXPERTISE, THERE ARE OTHER FEATURES THAT ENSURE THAT VAUTH-SAGEL'S GLOBAL CUSTOMERS ARE THAT DECISIVE STEP AHEAD: "CREATING HIGH-QUALITY SYSTEM SOLUTIONS FOR LIVING SPACES. AND FOR ALL PEOPLE" - THIS PROMISE IS BASED ON FORWARD-LOOKING IMPULSES IN PRODUCT DESIGN AND FURNISHING. ALL THIS IS VAUTH-SAGEL!

VAUTH-SAGEL MEDIA DEPARTMENT

Angelika Weidling
Email: media@vauth-sagel.de