

# Brand New(s) August 2023

Edition: 02

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**Here comes the summer sun!**

**Weitersagen erwünscht!!**

Bitte gebt die Informationen aus diesem Newsletter an eure Teammitglieder weiter!

# The new corporate presentation is available!

On July 19, 2023, Brand Management published our new corporate presentation. **Based on the realignment, a new storyline was created for the entire corporate presentation.** This builds up our strategy and purpose with AI images, content on the regions, the competence areas Air Technology and Heating Technology and the clear positioning on sustainability with regard to efficiency. **The presentation is available as a long and short version.** Content can therefore be added or extracted for existing presentations. A lot of new information is provided with the corporate presentation. **Therefore, the Brand Management will also offer training videos starting at the middle of September, in which the specific content will be described in more detail by the respective speaker.** The aim is to prepare our colleagues for the presentations and thus strengthen their identification with the brand and the company. **In this way, we pay attention to the strategy and link our strategy with our ebm-papst brand.** In consultation with the subsidiaries, the company presentation is also adapted into the local language. You will find the corporate presentation in MAM, dem Intranet oder dem Brand Portal.



# Brand ambassador session

## *about our products and our brand*



First, we started with a short review of your last task.

For this, four ambassadors shared their results from the perspective of different countries: Sweden, Australia & New Zealand and South Korea

**We realized that our products and our ebm-papst brand have many different effects on our countries, such as improving the quality of life, saving energy and therefore costs but also setting and offering quality and technology standards.**

Certainly, there were some aspects mentioned that some participants had not been aware of before.

*Many thanks to you, Malin & Tomas, Taksia and Hwa Young!*

### Summary of results

## Comparing regions

### Brand ebm-papst in Europe

#### Known for

- Efficient, high quality products
- Reliable, durable products
- Supports local businesses with local supply chain
- Customer orientation (currently, however, room for improvement)
- German engineering/quality
- Well established brand in the industry

- Global brand, comprehensive customer service
- Great employer Proud to be a part of it

### Americas

### Brand ebm-papst in Americas

#### Known for

- Efficient, high quality products
- Reliable, durable products
- Supports local businesses with local supply chain
- Minimize the carbon footprint through the local supply chain
- Employers with great benefits

### Europe


### APAC

### Brand ebm-papst in APAC

#### Known for

- Efficient, high quality products
- Reliable products with a long shelf life
- Customer orientation (currently improvable)
- German engineering/quality
- Global brand, comprehensive customer service
- Proud to be part of a leading brand in the industry

We have summarized all the results we received from you in order to get an overview of how our regions perceive ebm-papst as a brand. **The conclusion is that there are a lot of overlaps.** But there are still aspects we can and must improve. **Our appeal to you: stay active and be a great example as brand ambassadors.** In this way, you will also be part of strengthening the brand ebm-papst and its image.



We also want to drive the product knowledge further with the program. Because some departments know more about it, others less. *What exactly do our products do? Why are they important? Where exactly are our products installed?*



## Your task



Here we would like to work together with you and answer the questions of our colleagues, strengthen the understanding, and thus make our products and our brand tangible.

Our idea is to create reels, videos that can be shared on social media, for example. **Therefore, collect situations in which you come into contact with our products**, whether at home, at work, at shopping, leisure activities or maybe even on vacation. **Send us your results by September 15, 2023. It is up to you in which way you send them to us.** Finished reels, written collections, mood boards, single video sequences - we are happy about every contribution. There are no limits to your creativity. *At the same time as our campaign, the #FanSpotter campaign is also running. Of course, we can use the suggestions for both.*



### Already seen?

 Where do you see a need for action in your area?

#### Our values

- Efficiency
- Enthusiasm
- Humanity

#### Our collaboration

- Trust and transparency
- Inspiring and egaging
- Enabling and developing
- Supporting and challenging



*But we also introduced you to our new brand communication format – Already seen? You are the focus: What would you like to communicate as brand ambassadors? How would you like to further strengthen our values and our employees? Where do you see a need for improvement in your department? **Become part of a worldwide brand communication!***

## The OnePager

- What is the OnePager for?

Our brand should be deeply rooted in the company. The messages should be carried outward by every employee. To achieve this, we also need new brand ambassadors.

- Who receives the OnePager?

The OnePager can already be downloaded from the intranet area of the Brand Ambassador Program. In addition, all new employees will receive the OnePager when they start at ebm-papst.

We also shared news with you,

... like the **OnePager** for our brand ambassador program,  
... the new **corporate presentation**



... and the phase out of **GreenIntelligence**. Because we are also focusing on sustainability, rooted in our North Star. GreenIntelligence's messages will therefore be integrated and communicated more comprehensively in the future, no longer exclusively at product level, but at company level.

## Brand new...

Our next session will take place in October. Stay tuned what we will prepare for you there. :) Of course we are looking forward to active contributions from you. If you have any ideas, comments or suggestions for topics, please feel free to contact us at any time.

## Brand Award *in the USA*

MAKING THE

**FUTURE**

*together*



*Efficiency, enthusiasm, humanity - our colleagues in the US are currently holding a competition on our three values. It is a recognition program for employees in North America who already demonstrate our values in a great and enthusiastic way. The idea is that managers nominate employees. However, it is also possible to vote for colleagues with whom you work. In August, the first winner will be recognized with a photo and a description of the value they already exemplify, thus winning the Brand Award.*

## Further support *in brand ambassador program orga-team*

There are news! After the announcement at our last session, that we are looking for support, we received an inquiry from Jana Strauss.

*We are very happy about the additional support and wish you a lot of fun with it, dear Jana!*

Jana has been with ebm-papst in Lauf since 2013, where she works in IDT sales as Market Manager. In addition, Jana maintains close contact with the subsidiaries and was already very engaged as a brand ambassador in the past. For Jana, brand means the following: "A brand is a way of life; a promise and a trust."



But that is not the only news regarding our contact persons. **Sandra will relocate to Farmington/ USA in September.** However she will not leave the Brand Ambassador program and remain being a contact person.

*Dear Sandra, we wish you all the best for your new chapter in life!*



# There is much to celebrate *at ebm-papst!*

There are multiple ebm-papst anniversaries to celebrate this year.

**Starting with 45 years of ebm-papst in Italy.** With a prepared packing list and a lunch bag, the 80 colleagues went together on an excursion to the Varese area, located between Lago Maggiore and Milan. A wide variety of activities were waiting for them there: from orientation runs to soft air games and various team-building measures, everything was included. The active and inspiring day was rounded off with a colorful anniversary T-shirt and a Prosecco.



**Continuing with the 50th anniversary of ebm-papst Sweden,** including an open-door day, an anniversary dinner and a family day - three events within 24 hours.

The employees celebrated this event starting with an open-door day with customers. In addition to various competitions and activities, there were also presentations in the showroom. Some customer products were also presented there, in which our ebm-papst products are part of the unique product solutions. But an anniversary dinner for the colleagues was also not to be missed. Together, they went to a small island near Stockholm. Talented musicians surrounded the get-together with live music and entertainment.



**The headquarters in Mulfingen celebrated its 60th birthday with an employee party and a family day.**

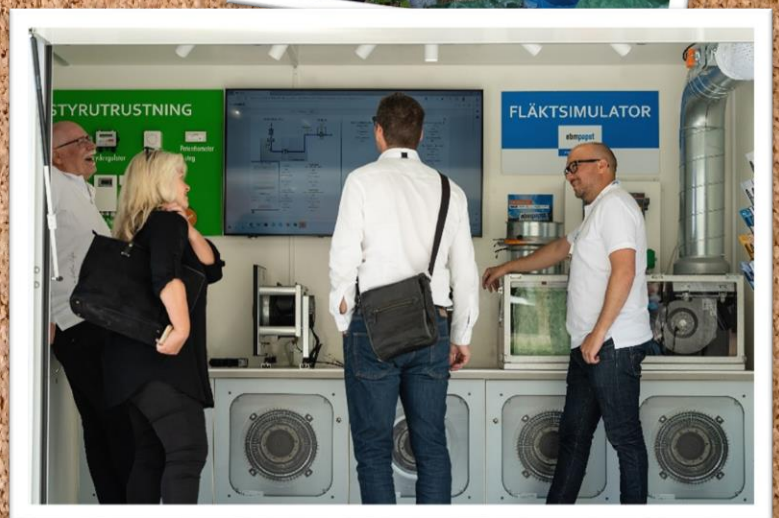
The employee party, a huge celebration with almost 4,000 colleagues, organized by our Exhibitions & Events team in Marketing in Hollenbach. They were amazed with delicious food and drinks, a fantastic atmosphere and excellent music. Rea Garvey performed as the main act, but other bands also created a unique atmosphere on the company premises in Hollenbach. On this day, there was a further cause to celebrate: The chance was taken to thank Thomas Wagner for 40 years at ebm-papst. There are only a few weeks left and then he will leave for his well-deserved retirement. After many beautiful and appreciative words and a re-phrased well-known German song for him, he received a unique and memorable gift: The area where the celebration took place was named after Thomas Wagner.

But the family festival also delighted the approximately 12,000 visitors with numerous activities ranging from playing areas for children to flying over a giant propeller for adults - offering something for everyone. The management knows that ebm-papst's success is based on the great dedication and commitment of their employees. This became clear many times during the interviews hosted by moderator Nicole Köster with CEO Klaus Geißdörfer, members of the Executive Management Board and the shareholder. The current challenges were also discussed. The commitment to sustainability and climate protection were mentioned, as well as digitization and technical innovations. In between, the program included dance and sports performances by local clubs.



Three amazing jubilees, which we are happy to report about and where efficiency, enthusiasm and humanity and engineering a better life becomes tangible. We could experience efficiency in the brilliant organization of the festivities. This requires a fantastic team performance and excellent festivities can only be successful if we all work together. In Mulfingen, for example, the team paid attention to sustainability and focused on using only reusable porcelain dishes and local food in the spirit of "local for local". The enthusiasm was written large in the faces of all the colleagues, but also the other visitors. In addition, humanity also means spending time together. Time with the team, but also with many other colleagues, and saying thank you as well.

**This is Engineering a better life!**



# Stay tuned – *Revision of the BAP Landing page*

Our brand ambassadors landing page needs an immediate update. Because here you can still find old content of the brand, which was replaced with the North Star. There, we would like to provide you our current messages and materials. For this reason, we are replacing our brand values or the principles regarding our collaboration, for example. Furthermore, we would like to give you additional insight to what has already been created in the program. We hope that the revision will be a useful source of support, information and inspiration for our program.



## Update: *new part in the etiquette guide*



Also, in this edition we can report an update of our etiquette guide: We have integrated a general part with three different cultural models, answering the question: Why is it important to consider cultural differences take a look to different cultures before an appointment or project?. Because cultures differ not only in their language, food & drink, or climate. Especially in a close collaboration it is important to know certain differences. Take some time and look at the different models. Maybe you will recognize yourselves. But don't forget that these are still models and of course there can be personal differences within a culture.

Have fun!

# Here comes the summer sun!

The vacation season is almost here. Therefore, we wish all brand ambassadors a nice and relaxing vacation!

Whether you're going on vacation, spending the vacations at home, or just relaxing after work: here we have prepared a summery refreshing drink for you! *Enjoy it!*

We do not want to forget the part of the world where it is winter. We have also prepared something for you. :)

## Mint Iced Tea



### Ingredients for around 6 persons:

100 g mint - 2 organic lime - 2 organic orange - 2 chinese anise - 2 cinnamon sticks - some crushed ice - 6 cl grenadine.

### How to prepare the drink:

1. Pluck the mint and wash it. Wash the orange and lime as well.
2. Put the mint, the zest and juice of the organic lime and orange, the Chinese anise and the cinnamon in a carafe and pour 1.5 liters of boiling water.
3. Let steep and cool for 2 hours, pour over crushed ice and top off with grenadine syrup. Garnish the iced tea with fresh mint and enjoy.

## Apple Pie Punch

### Ingredients for around 8 persons:

1 piece (approx. 30 g) Ginger -  $\frac{3}{4}$  l apple juice -  $\frac{3}{4}$  l pear nectar - 3 cinnamon sticks - 1 apple

### How to prepare the punch:

1. Wash the ginger and cut it into thin slices with the peel. Bring apple juice, pear nectar, ginger and cinnamon sticks to a boil. Remove from heat, let steep for 5-10 minutes. Wash the apple. Cut 8 thin slices and cut each once to the core.
2. Brush with lemon juice. Pour punch into glasses or mugs, decorate with apple slices.



*Thank you for your contributions!*  
*We are happy to receive your ideas for the next edition at*  
[brandambassador@de.ebmpapst.com](mailto:brandambassador@de.ebmpapst.com)