

ARC Awards International: Annual Report of the WÜRTH Group receives three recognitions / Image part by HOHE LUFT team

Hamburg, 02. November 2016 – The presentation of this year's ARC Awards International took place in New York. The Annual Report of the Würth Group received an award in no less than three categories: Gold for the "Interior Design" of the 170-page Annual Report, silver in the "Written Text" category, as well as honors in the "Traditional Annual Report" category.

The central theme of the Würth Annual Report 2015 was "Understanding Value". The HOHE LUFT team led by chief editor Thomas Vašek were the editors responsible for the implementation of this theme in the Annual Report of the globally operating company. They produced a 13-page opener in the best magazine quality to attract the reader's attention. The image part surprised the reader with its illustrations in the typical HOHE LUFT style. The Annual Report 2015 was supplemented by an insert entitled "What does value mean?", which was also edited and graphically designed by the HOHE LUFT team. The Corporate Publishing unit of the Hamburg-based publishing house INSPIRING NETWORK, which also includes the magazine for philosophers HOHE LUFT, has supported the annual reports of the Würth Group for two years now.

In cooperation with NOW MEDIEN, INSPIRING NETWORK recently established the Content Marketing unit INSPIRING LAB (www-inspiring-lab.de) with the goal of further improving the range of digital and traditional corporate content offered to their customers.

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INSPIRING NETWORK GmbH & Co KG publishes the women's magazine EMOTION and the magazine for philosophers HOHE LUFT, as well as the corresponding websites EMOTION.DE and HOHELUFTH-MAGAZIN.DE. The publisher's portfolio also contains numerous event and training programs. A third column is formed by the Corporate Publishing unit, which implements customized communication concepts for its customers. INSPIRING NETWORK was established in November 2009 and is headquartered in Hamburg. The partners in the company include the two managing partners Dr. Katarzyna Mol-Wolf (chair) and Anke Rippert as well as Thomas Rippert.