

## Press release

Pforzheim, 28 July 2025

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### Family business reinvents itself: Witzenmann unveils new brand identity

Witzenmann GmbH is presenting itself with a new brand identity. This marks a transformation that goes far beyond a new visual appearance. The relaunch is a reflection of a profound strategic and cultural transformation – and it signals clearly: Witzenmann is ready for the future. As a globally operating, family-owned company based in Pforzheim and a pioneer in future viability, Witzenmann stands as a prime example of a new kind of German industrial Mittelstand.



*Fresh look, familiar brand: The new corporate design by Witzenmann blends tradition with transformation. (Image source: Witzenmann)*

From jewellery manufacturer to industrial and automotive supplier to development partner for a decarbonised economy – transformation is nothing new to Witzenmann. For decades, the company has been defined by entrepreneurial foresight, resilience and the ability to continually adapt. In light of major challenges such as demographic change, decarbonisation and digitalisation, Witzenmann has undergone a strategic repositioning in recent years.

Press contact:  
Jochen Geiger  
Vice President Marketing  
+49 7231 581 – 745  
[jochen.geiger@witzenmann.com](mailto:jochen.geiger@witzenmann.com)

**Witzenmann GmbH**  
Östliche Karl-Friedrich-Straße 134  
75175 Pforzheim  
Germany  
[www.witzenmann.com](http://www.witzenmann.com)

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An example of the company's investment in its transformation journey is the construction of a new headquarters at its founding location, with an investment of over 40 million euros. The new brand identity now makes this transformation visible and tangible, reflecting the four key strategies driving Witzenmann: technological, digital and cultural transformation, as well as the further strengthening of the company's resilience. "We have repositioned our company for the future with passion and determination – and our brand is evolving alongside it. It expresses our mindset, our courage and our deep conviction not only to accompany change but to actively shape it. It is our values, uniting and driving us for 171 years, that underpin this journey," says Christine Wüst, CHRO at Witzenmann. The new brand identity is designed to resonate both internally and externally – strengthening employee identification just as much as perception among customers, partners and future talent.

### **More than just a new look: the brand as a statement of intent**

This relaunch is not merely a design update. It involves more than colours, logos or wording – it touches the company's culture and self-image: progressive, reliable and values-driven. Shaped by the Mittelstand tradition of Baden-Württemberg, Witzenmann remains true to its roots while confidently and clearly embracing the path ahead. The new brand is part of a holistic transformation and gives the strategic repositioning a clear face.

### **A brand that reflects character: technologically leading, progressive, reliable**

A brand relaunch in a family-owned, values-based environment requires a particular level of sensitivity – courage to change, paired with respect for the company's heritage. As a hidden champion with global presence in 16 countries, Witzenmann sees itself as a technologically leading development partner, delivering sustainable and future-proof solutions tailored to customer needs. New mobility, hydrogen and the semiconductor industry are just three examples of the markets Witzenmann serves. Decisions are made at eye level and with a long-term perspective. Responsibility is taken across all levels – economically, ecologically and socially. This mindset forms the foundation of the new brand identity: a brand with personality and purpose – and a clear commitment to the future.

Press contact:  
Jochen Geiger  
Vice President Marketing  
+49 7231 581 – 745  
[jochen.geiger@witzenmann.com](mailto:jochen.geiger@witzenmann.com)

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### The Witzenmann Group

Technology that connects. Perfection that moves.

We are your global technology leader for the safe transmission of media, and set standards worldwide. Manufacturers, suppliers and service providers in the building, mobility and industrial sectors around the globe benefit from our unique knowledge, outstanding engineering expertise and drive for perfection.

With our piping systems, metal hoses, expansion joints, metal bellows, pipe supports and vehicle components, we offer innovative product solutions and services – also for the key technologies of the future. Semiconductor manufacturing, the hydrogen economy or e-mobility: whatever the field, we are actively shaping the transition to a decarbonised world. Our solutions are reliable, efficient and sustainable, even in the most challenging applications.

We have one goal in mind: satisfied customers whose operations run smoothly and efficiently. With the world's most comprehensive and diverse product range, our family-owned company offers unparalleled solutions. And with around 4,400 dedicated employees in 16 countries, we are well prepared to support current as well as future customers – including you!

For more information, please visit [www.witzenmann.com](https://www.witzenmann.com)



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Philip  
Paschen: <https://www.linkedin.com/in/philip-alexander-paschen-b31264/>



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Vice President Marketing  
+49 7231 581 – 745  
[jochen.geiger@witzenmann.com](mailto:jochen.geiger@witzenmann.com)

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Witzenmann GmbH  
Jochen Geiger  
Östliche Karl-Friedrich-Str. 134  
75175 Pforzheim  
Germany  
Phone: +49 (0) 72 31-581-745  
Email: [jochen.geiger@witzenmann.com](mailto:jochen.geiger@witzenmann.com)

### c/o follow red GmbH

Natalie Krauter  
Waldburgstraße 17/19  
70563 Stuttgart  
Germany  
Phone: +49 (0) 711 90-140-743  
Email: [natalie.krauter@followred.com](mailto:natalie.krauter@followred.com)

### Image and caption



Caption: Fresh look, familiar brand: The new corporate design by Witzenmann blends tradition with transformation.  
Image source: Witzenmann GmbH

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