

# SUSTAINABILITY REPORT DESIGN EXCELLENCE

HOPSTEINER SUSTAINABILITY REPORT RECEIVES THE "GERMAN DESIGN AWARD 2023"

| COMPANY UPDATE |



A convincing communication design not only reflects design creativity, but also a coherent overall conceptual design. It ensures that the attitude and values of the company behind it are clear. The sustainability report of Simon H. Steiner, Hopfen, GmbH from Mainburg met this criteria with great success and has been awarded the **German Design Award 2023** in the category "Excellent Communication Design - Editorial".

### 360° SUSTAINABILITY: EVERYTHING FROM A SINGLE SOURCE

The owner-managed Ingolstadt-based full-service PR agency HEINRICH Kommunikation (GPRA) is responsible for the content and layout of the report. The sustainability report design is the result of strategic consultation, various workshop and a declaration of compliance with the German Sustainability Code (DNK).

### A WELL STRUCTURED OVERALL CONCEPT: DOWN TO THE SMALLEST DETAIL

On just under 40 pages, the in-house graphic studio created a consistent brand with value-added through refined designs by means of modern typography, an authentic visual language and the consistent colour scheme in hop green and golden yellow, which takes into account the rural home of hops. The heart of the report - the figures, data and facts from the transparent initial reporting in accordance with the German Sustainability Code (DNK) - only come to life

through the design. The chosen title "Attitude" was given a special haptic accent with its cone embossing and printing on environmentally friendly sustainability paper.



Managing Director Peter Heinrich is proud of his team: "One thing becomes clear once again: when everyone works together in creative exchange and with passion on a project, this leads to success - for our clients and the agency. The symbiotic interplay of consulting, conception, text, design and project management is important here." For the Ingolstadt-based communications agency, this is already the third German Design Award in a row and the fourth award overall.

### AFTER THE REPORT IS BEFORE THE REPORT

Sustainability is not a one-off project limited to a certain period of time, but a strategic management process that strives for permanence. This is why Simon H. Steiner, Hopfen, GmbH and HEINRICH continue to work together even after the report has been completed. As part of the follow-up, a sustainability strategy

with a corporate mission statement and an adapted Code of Conduct was drawn up on the basis of the content developed.

*Simon H. Steiner, Hopfen, GmbH*

*S.S. Steiner, Inc.*

Newsletter, July 2023

#### About the Award

The German Design Award, initiated in 2012, is one of the most recognised design competitions worldwide and enjoys a high reputation in business and the public. Foundation members of the exclusive network are, in addition to trade associations and institutions, in particular the content and brand managers of renowned companies.



Source: HEINRICH Kommunikation

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