



Press Release

Gigaset strengthens brand profile

European market leader has clear focus on high-quality telephony “Made in Germany”

Munich, September 28, 2011 – Gigaset has sharpened its brand profile three years after being sold by Siemens AG. Following the company’s uncompromising realignment, this leading maker of telephones has pressed on with building its brand and focused it strictly on its core business. The Gigaset brand’s promise stands for pure telephony “Made in Germany” with a high standard of quality. Europe’s market leader is thus completing its gradual transition from the “Siemens Gigaset” brand to “Gigaset.”

Gigaset and its brand build on a long tradition and years of experience in telephony. Gigaset was created out of Siemens AG, which established telephony more than 160 years ago, and has carried on its tradition of research and development expertise and technical know-how. After being carved out of Siemens and sold in October 2008, it has pressed ahead intensively with a focus on its core business and sold its non-core activities.

As an independent global company, Gigaset Communications GmbH has communicated the transition of its brand gradually and carefully to consumers and sales partners. The presence of the Siemens logo as part of the company’s external image was gradually reduced and greater emphasis given to the new orange-colored Gigaset brand. The new appealing and catchy corporate design, which was established in the market during the three-year transitional phase, reflects the mission of the European market leader to deliver premium products. All the necessary steps were initiated stage by stage and with attention to every detail. That includes new packaging, new product branding, a new online presence and communication in sales channels and with consumers. The move to the new brand was accompanied by online and point of sale campaigns.

Gigaset has created a clear design language – in particular on the products. Thanks to their corporate product design, it is immediately clear that Gigaset models are premium articles. At the same time, Gigaset is the only large manufacturer of fixed-network phones that is a pure telephony brand, since it focuses completely on this core business.

The Gigaset brand will also be legally independent effective October 1, 2011. The additional label Siemens used as part of co-branding will then be dropped fully. Under the agreement with Siemens, Gigaset was entitled to license the label for a transitional period of three years.



New Flagship: The Gigaset SL910.

Gigaset Communications GmbH is one of the world's largest manufacturers of cordless phones and the clear market leader in Europe for DECT phones. With its headquarters in Munich, the company develops, manufactures and distributes high-quality products. Its portfolio includes fixed-network phones, Voice over IP devices and telephone systems. The primary production site is in Bocholt, Germany, where the Gigaset products are manufactured under the most stringent quality and environmental standards.

Additional press releases are available for download at www.gigaset.com/press.

You can find out more about Gigaset Communications at www.gigaset.com.

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