PRESS INFORMATION
Trade Media

Press Contact
Kersten Solacroup
Kersten.Solacroup@mann-hummel.com
+49 (7141) 98–2260

Lisa Schiffgens
Lisa.schiffgens@mann-hummel.com

German Brand Award for MANN-FILTER: Sustainability Campaign honored again

The combination of innovative lignin-based filter solutions and strong brand work impressed the jury.

Ludwigsburg, June 26, 2026 – MANN-FILTER has once again been recognized by the German Design Council for its lignin project. Following its German Design Award win, the brand has now also won the German Brand Award. The global premium brand of filtration expert MANN+HUMMEL took first place in the brand communication category, specifically: **“Excellence in Brand Strategy and Creation, Brand Communication – 360° Campaign.”** With this award, the jury recognizes the strong brand management and high design quality of the launch campaign for more sustainable vehicle filters.

MANN-FILTER uses lignin, a renewable raw material, in selected air and oil filters. In the impregnation process, lignin partially replaces fossil-based components, thereby supporting a more responsible use of resources.

“The German Brand Award confirms our ambition to effectively combine sustainability, innovation, and successful brand management at MANN-FILTER. We are especially pleased that our lignin campaign is now being recognized once again by the German Design Council. It shows that this approach is compelling both creatively and strategically. A big thank-you goes to our partner agency FACT from Kirchheim/Teck, whose creative ideas and strong execution played a key role in shaping the campaign,” says Mario Milinovic, Brand Manager MANN-FILTER.

For workshops and wholesalers, this development is another clear signal that MANN-FILTER is consistently advancing future-focused topics such as sustainability and innovation, while also maintaining a strong and reliable brand presence in the automotive aftermarket.

This is already the fourth external award for the lignin project overall. Other honors include the PARTSLIFE Environmental Award and the CLEPA Innovation Award.

For more information on the sustainability commitment of MANN-FILTER, workshops and wholesalers can visit: https://www.mann-filter.com/en/news-stories/sustainability.html

The German Brand Award is one of the highest-reach marketing awards in the German-speaking world and attracts international participation.

###

(approx 2,250 characters incl. space)

Press photo: **The MANN-FILTER Core Brand Team is delighted to receive the German Brand Award for its sustainability campaign (from left: Mario Milinovic, Lisa Schmid, Kersten Solacroup, Eldin Smajilovic)**
Download link: Click to View



MANN+HUMMEL International GmbH & Co. KG
71631 Ludwigsburg, Germany

Corporate Communications

Telefon: +49 (0) 7141 98-4266
Telefax: +49 (0) 7141 98-3946
E-Mail: press@mann-hummel.com
Internet: www.mann-hummel.com

PRESS INFORMATION
Trade Media

About MANN+HUMMEL

MANN+HUMMEL is a global leader in filtration technology. Headquartered in Ludwigsburg, Germany, the group develops intelligent filtration and separation solutions and filtration materials – including for the Transportation and Life Sciences & Environment sectors. Founded in 1941, this family-owned company enables cleaner mobility, cleaner air, cleaner water, and cleaner industries across the globe. With its solutions, MANN+HUMMEL plays a key role in protecting the environment and promoting the sustainable use of limited resources. In 2025, approximately 20,500 employees at over 80 locations worldwide generated sales of EUR 4.2 billion.

For more information, please visit: www.mann-hummel.com.

MANN+HUMMEL International GmbH & Co. KG
71631 Ludwigsburg, Germany

Corporate Communications

Telefon: +49 (0) 7141 98-4266
Telefax: +49 (0) 7141 98-3946
E-Mail: press@mann-hummel.com
Internet: www.mann-hummel.com