

OF FOND OF BAGS wins the 2017 German Entrepreneur Award (Deutscher Gründerpreis)

The jury confirms the successful growth story of the ambitious Cologne bag manufacturer.

Berlin / Cologne, June 21, 2017. FOND OF BAGS is the seal of quality for bag lovers of all ages. With a turnover of around 50 million euros at the last reading, expansion into over 35 countries, and around 185 employees, the young Cologne company is one of the largest companies in its sector in the region of Germany, Switzerland, and Austria since its establishment eight years ago. FOND OF BAGS was awarded the award in the “league climbers” category, which is for companies that are between four and nine years old. The award is considered the most important one for outstanding companies in Germany.

This year, the Cologne company competed for the second time in the finals. The first time was in the “Start-up” category in 2012. This time FOND OF BAGS (F. O. BAGS GmbH) could convince the jury in the “league climber” category and won. For the first time ever, a previous finalist actually captured an award the second time in a different category.

The jury gave the following explanation:

“FOND OF BAGS has developed in only seven years into a top address for bags that look great, are practical, and are produced responsibly. The jury was impressed with how quickly the business managers have built up a very successful company from a small start-up.”

When the prize was presented, Christian Krug, editor-in-chief of the magazine “Stern”, named “perseverance and an absolute determination to succeed” as the qualities that distinguished the founders. The founders multiplied successfully the idea of the former start-up “ergobag”, because “parents, teachers, and all of us who walk into the office also need cool bags,” said Krug, confirming the company’s growth story.

At the same time, Sven-Oliver Pink, founder and CEO, described the greatest challenge of maintaining the founders’ spirit in the current growth phase: “We’re coping with this through cultural work. We try to find people who live intrapreneurship and who enjoy assuming responsibility and want to develop their own skills and talents.” FOND OF BAGS is also always searching for talented people – such as currently a “head of design” or a “global brand owner” for the young lifestyle brand AEVOR – who can continue writing the growth story.

When the host asked whether there would be a party in Cologne, founder Oliver Steinki confirmed, “We are Cologners. We love Carnival...” The founders and their team will certainly not miss out on celebrating.



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What is the German Entrepreneur Award?

The German Entrepreneur Award honors exemplary achievements in developing innovative and sustainable business ideas as well as building up new companies. As the most important award for outstanding entrepreneurs in Germany, the German Entrepreneur Award promotes a positive start-up climate and the courage to be independent. The award's partners include Stern, Sparkassen, ZDF and Porsche.

Where is FOND OF BAGS actually coming from?

FOND OF BAGS is the seal of quality for bag lovers of all ages. Seven bag and backpack brands from baby to business have meanwhile found a home under the umbrella of the company. All the products feature high quality, responsible production, and special demands in terms of functionality and design. With an annual turnover of over 50 million euros, growing expansion into more than 35 countries, and around 185 employees, FOND OF BAGS has in the meantime become one of the major players in its sector in the region of Germany, Switzerland, and Austria. The young Cologne company was most recently honored for its commitment in the area of "entrepreneurial responsibility" in December 2016 with the German Sustainability Award in the SME category (small and medium-size enterprises) and in April 2017 with the German CSR (Corporate Social Responsibility) Prize in the "supply chain" category.

You can find our press material on the "German Entrepreneur Award" here:

<https://fondof.getbynder.com/web/22a511a420ed7c59/fond-of-deutscher-gr-nderpreis/>

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