

Press Release (02.03.2022)



Schwalbe honored as brand of the century

Schwalbe is a "Brand of the Century". The family-owned company has been awarded the brand prize by the German publisher Dr Florian Langenscheidt. This is linked to Schwalbe's inclusion in the anniversary edition of the work "German Standards - Brands of the Century 2022", which celebrated its book premiere in Berlin in February 2022. It presents a total of almost 200 brands that have been selected and awarded by an independent jury.

Frank Bohle: "We are very pleased to receive this special award. Schwalbe stands in a row with many other renowned brands that have enjoyed the trust of their customers for many years and decades. At the same time, we see this as an obligation to continue to meet the highest standards in quality, innovation and service with our Schwalbe products."