



Press release

GMH Gruppe and Cool Agency Win German Design Award 2025

The pioneer of made-in-Germany green steel makes a bold impression

Georgsmarienhütte, December 12, 2024 – GMH Gruppe, Germany's top green steel manufacturer, and Cool Agency have been awarded the prestigious German Design Award 2025 for their collaborative work on GMH Gruppe's new online presence.

The redesign embodies the evolution of the steel industry towards a transformation, highlighting GMH Gruppe's pivotal role in enabling the global transition to a more sustainable economy. Steel is indispensable to modern infrastructure, and GMH Gruppe's circular green steel production is essential for reducing industry's carbon footprint.

"The new website brings out the best of our sustainable core, our pioneering team spirit and the quality of the steel we deliver day by day. It underlines the central messages that we want to convey to our customers, partners, and employees about what our mission is", says Luciana Filizzola, Director Sustainability and Communications, GMH Gruppe.

Serving as a digital hub, the new website emphasises GMH Gruppe's commitment to sustainable solutions that are not only economically viable, but also environmentally essential. By positioning themselves as #GreenSteelPioneers, GMH Gruppe is helping industries in Germany, Europe and worldwide to transition to a future that combines industrial progress with climate responsibility. The website helps to focus attention on the company as a shining example of German entrepreneurship with sustainability at its core.

"We believe this award is more than a recognition of design — it's a recognition of transformation", says Tobias Kollmann, the founder of Cool Agency. *"By blending bold visuals and clear-cut design with a powerful positive narrative, we've shown how sustainability communication can energise even the most traditional sectors."*

The award-winning website will be showcased in the German Design Award 2024 Winner Gallery, setting new standards for digital storytelling in traditionally conservative industries.

About GMH Gruppe

GMH Gruppe is a full-range supplier of steel as a primary material, melted from scrap, through to ready-to-assemble components. It is one of the largest privately owned metal processing companies in Europe. The group includes more than 15 medium-sized production companies in the steel, forging and casting industries, which are represented in over 50 countries. With more than 6,000 employees, GMH Gruppe generates an annual turnover of more than two billion euros.

GMH Gruppe is a pioneer in sustainable steel production and has been accepted into the 'Association of Climate Protection Companies'. Based on the recycling of scrap metal, the company produces green steel and thus makes an important contribution to the circular economy. The use of electric arc furnaces at four sites reduces CO₂ emissions by a factor of five compared to conventional blast furnaces. This also reduces the CO₂ footprint of the customers supplied by GMH. These include companies worldwide from the automotive industry, mechanical and plant engineering, railway technology, power generation, transport logistics, aerospace, agriculture and construction machinery sectors. GMH Gruppe has set itself the goal of being completely climate-neutral by 2039. Further information can be found at www.gmh-gruppe.de/en/



GMH GRUPPE

About Cool Agency

Stuttgart-based Cool Agency is known as a boutique agency which aims to help companies leverage the potential benefits of the climate transition through creative design and strategic communication. Further information can be found at <https://cool.agency>

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