



## PRESS RELEASE

### **Twice the creative power – Madeleine Lindner joins the management board at HAJOK Design**

*Hamburg, 18 January 2022.* Brand and design agency HAJOK Design is strengthening its management board with the addition of Madeleine Lindner, who has also been promoted to managing director. The South African-born designer joined HAJOK in 2014 and became Creative Director in 2017. An expert in packaging design and strategic brand management, Madeleine has won various design awards together with her creative team, including the Red Dot, the German Design Awards and the Pentawards. Klaus P. Hajok, who founded the successful HAJOK packaging design agency 25 years ago, is now looking forward to joining forces with Madeleine for the future.



© HAJOK Design: Managing Directors Madeleine Lindner and Klaus P. Hajok

“Madeleine Lindner and I have already achieved a great deal together. We are very similar in many ways and complement each other very well in other areas. It’s a perfect match! With Madeleine joining the board, we are securing the future of the agency. Our clients will benefit from her creative input and 360-degree perspective“, says founder and managing director Klaus P. Hajok.

Together, the two managing directors plan to accelerate the expansion of branding and design services at the agency. Strategic brand management and 360-degree branding are to be given more focus in the future alongside packaging design. Madeleine Lindner is happy to rise to this challenge, especially as she values working with the whole HAJOK team so much.

“We have a lean management structure and colleagues' from a wide range of exciting backgrounds – this does not only enrich our team spirit, but also our creative thinking. I consider it a privilege to be able to work with the best in the industry. It always inspires me to give my best!” Madeleine Lindner, managing director of HAJOK Design.

### **HAJOK Design**

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, almost 50 experts currently work in the disciplines of brand strategy and consulting, naming, packaging design, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, beverages, consumer and personal care, household as well as pharmaceutical goods. Customers include Adelholzener, Allos, Colgate-Palmolive, Essity, Rewe, Schwartau, Stollwerck and Unilever.

For more information, please visit [www.hajok.com](http://www.hajok.com) as well as Facebook and Instagram.

### **Contact**

HAJOK Design GmbH & Co. KG  
Antje Neubauer  
Senior Communication Manager  
T + 49 (0)40 300 337 84  
[antje.neubauer@hajok.com](mailto:antje.neubauer@hajok.com)