

History of name and logo



1828-1872

The Grazer Wechselseitige Versicherung AG was founded in 1828 as "k.k. privilegierte innerösterreichische wechselseitige Brandschaden-Versicherungs-Anstalt für Steiermark, Kärnten und Krain" (Imperial and Royal privileged central Austrian Mutual Fire Damage Insurance Company for Styria, Carinthia and Carniola). The description "central Austrian" fell away in 1872, so that from then on, the name was "k.k. privilegierte wechselseitige Brandschaden-Versicherungs-Anstalt in Graz" (Privileged Austrian Mutual Fire Damage Insurance Company in Graz).



1872-1918

With the declaration of the Austrian Republic, the attribute "k.k." (Imperial and Royal) was left out, and the monarchy's double-eagle was replaced with a stylised Federal Eagle.



1918-1938

Following Austria's annexation to Germany in March 1938, the company's name was changed to "Wechselseitige Versicherungsanstalt Südmark" (Mutual Insurance Company Südmark).



1938-1944

In 1945, after the end of the Second World War, it was decided to use the company name: "Wechselseitige Versicherungsanstalt in Graz" (Mutual Insurance Company in Graz).



Wechselseitige
Versicherungsanstalt in Graz
Herzogstraße 16-20

1945-1968

Subsequently, the name was abbreviated to "Grazer Wechselseitige Versicherung" (Graz Mutual Insurance Company) and the Gothic type was replaced by a more contemporary font.



1969-1986

Two significant changes took place in 1987: On the one hand, there was a decision to give the logo a more modern design, and on the other hand the intention was to emphasize the aspect of mutuality already in the insurance association's name (Grazer Wechselseitige - Versicherung auf Gegenseitigkeit (Graz mutual - insurance based on mutuality). In any case, the aim was to create a prominent word-image-brand name.



1987-1991

The annexure "Versicherung auf Gegenseitigkeit" (Mutual Insurance Association) ultimately developed "Versicherungs Aktiengesellschaft" (Insurance Public Limited Company).



1992 to present

Following the inclusion of the insurance operation of the insurance association based on mutuality into a public limited company in 1991, the abbreviation "GRAWE" is now used for "Grazer Wechselseitige Versicherung AG", even though this abbreviation had already been commonly used before - even in public. Since then, the company name "GRAWE-Vermögensverwaltung" (GRAWE Asset Management) stands for the holding company of the "Versicherungsverein auf Gegenseitigkeit" (mutual insurance association).
