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## **MEDIA RELEASE**

### **SWISS BRAND V-ZUG INVESTS IN DENMARK AND WELCOMES OLE HYBEL**

V-ZUG, the leading Swiss brand of household appliances, will be available in Denmark from June 2023, and welcomes Ole Hybel as its Sales Director. For over a century, the Swiss company has been developing and manufacturing high-quality products that make its customers' everyday lives easier. V-ZUG represents premium quality, elegant design and innovative technology – Swiss perfection for your home.

Ole Hybel has extensive experience in the kitchen industry, and will be establishing and expanding the Danish market for V-ZUG. "We are excited about positioning V-ZUG in Denmark," explains Ole Hybel, who introduces the brand concept: "V-ZUG is systematically investing in the growth of carefully selected international markets. The focus lies on a clear premium positioning of its products and solutions, which have countless benefits for customers, allowing business partners to propose a new value proposition. The sales strategy is characterized by partnership-based collaboration with specialized kitchen retailers, since that is where the products are exclusively available." V-ZUG has been making preparations specifically for its entry into the Danish market for some time now. The product range and the availability of the "Excellence Line" are assured, as is local technical servicing. Furthermore, exciting V-ZUG experience venues will be set up to explore the brand and the products, and support retail partners especially in the Copenhagen region.

"We are delighted to welcome Ole Hybel to the V-ZUG family. He has the commitment, the passion and the network to actively develop V-ZUG in Denmark," reflects Dieter Elmiger, MD Europe Region. "Denmark is important to V-ZUG and we are investing today and in the future to establish V-ZUG as premium brand here too. We are a committed partner for kitchen specialists, architects, designers and others more. Denmark will make an important contribution towards achieving our long-term global growth plan."

Further information: [www.vzug.com](http://www.vzug.com) - in June 2023, the Danish version will be available as well.



## About the V-ZUG Group

"Bringing simplicity into your home and creativity into your kitchen."

V-ZUG is Switzerland's leading brand in household appliances and also markets its products in selected premium markets abroad. V-ZUG has been developing and producing kitchen and laundry appliances in Switzerland for over 100 years and offers a comprehensive service in all markets. The V-ZUG Group currently employs more than 2,200 people.

V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and is represented in the Swiss Performance Index (SPI) (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG). [vzug.com](http://vzug.com)

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## Images



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V-ZUG logo