



V-ZUG Ltd  
Industriestrasse 66, P.O.Box, 6301 Zug/Switzerland  
Phone +41 58 767 67 67, Fax +41 58 767 61 67  
info@vzug.com, www.vzug.com

GLOBAL MARKETING SERVICES

Jasmin Riesen  
Phone +41 58 767 64 56  
jasmin.riesen@vzug.com

March 30, 2016 NUJ

## **PRESS RELEASE**

# **Classic brands win – V-ZUG takes first place**

## **Most Trusted Brands survey**

Brands that are considered socially and environmentally responsible are popular with Swiss consumers, who prefer traditional, trusted brands.

For years now, Reader's Digest has been asking consumers in many European countries which brands they consider the most trustworthy. This year almost 16,000 people were involved, including 1,200 consumers in Switzerland. In an online survey Readers were asked to name the brands they trust most.



## **V-ZUG is most trusted**

Swiss consumers have once again named the V-ZUG brand as the most trusted provider of household and kitchen appliances. This valuable award recognises and applauds the determined and discerning efforts of the market leader from Zug in its pursuit of quality. When it comes to purchasing a household appliance, trust is of the highest importance as buyers cannot take a household appliance for a 'test run' like they would a car.

Find out more at [www.vzug.com](http://www.vzug.com)