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## **PRESS RELEASE**

# **V-ZUG wins the iF DESIGN AWARD 2021**

The new generation of ovens and steam cookers in the V-ZUG Excellence Line and the AdoraDish V6000 dishwasher with OptiLift have been awarded this year's iF DESIGN AWARD. This makes V-ZUG one of the winners of this internationally renowned design label. The iF DESIGN AWARD is awarded once a year by the world's oldest independent design institution, the iF International Forum Design GmbH in Hanover, Germany. The minimalist design and intuitive, highly convenient usability of the ultra-modern kitchen appliances in the Excellence Line won over the 98-strong jury of independent experts from all over the world. There was a huge number of applicants: when awarding the prestigious seal of approval, jurors had to consider around 10,000 submissions from 52 countries.

Further information at: [vzug.com](http://vzug.com)



## Photo material



Photo 1

**Understated design and intuitive operation: the captivating new Excellence Line generation of appliances, with timeless elegance and a unique user experience.**



Photo 2

**A modern design and ultimate convenience. The OptiLift feature raises the lower basket to hip level when it is pulled out – protecting your back when you load and unload the dishes.**



Photo 3

**iF DESIGN AWARD 2021**

### **About the V-ZUG Group**

V-ZUG is Switzerland's leading brand in household appliances. Located in the heart of Switzerland, V-ZUG has been developing and producing kitchen and laundry appliances for over 100 years and offers a comprehensive service as well. In Switzerland alone, there are over 300 technicians working in the service business. As market leader in Switzerland, the V-ZUG Group also markets its products in selected premium markets abroad. The V-ZUG Group currently employs around 2,000 people. V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).