



V-ZUG Ltd
Industriestrasse 66, P.O. Box, 6302 Zug
Tel. +41 58 767 67 67
Fax +41 58 767 61 67
info@vzug.com, www.vzug.com

Contact
Jasmin Riesen
Head of Marketing Relations
jasmin.riesen@vzug.com

27 April 2021

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



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).