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5 February 2016 NUJ

## **PRESS RELEASE**

# **Design with distinction: V-ZUG wins an iF gold award 2016 for its new line of appliances**

The iF design award is one of the most prestigious awards in the design world. This year, around 5300 pieces of work from 53 countries competed for one of the coveted prizes. The jury, which was made up of 58 international design experts, only honoured 75 of these entries with the highest prize – the iF gold award. One of these went to V-ZUG: the design of the new appliance line won over the jury in the «Kitchen» category. Among other features, the combi-steam cookers, steam cookers and ovens are distinguished by a new operating concept with full-colour graphic display. The retractable handles and the individual central adjusting knobs ensure puristic, elegant aesthetics in the kitchen.

The award ceremony took place on 26 February 2016 with 2000 guests in Munich, Germany. Afterwards the award-winning pieces of work were exhibited to the public for three months in HafenCity in Hamburg.

More information

[vzug.com](http://vzug.com); [ifworlddesignguide.com](http://ifworlddesignguide.com)

## Photos

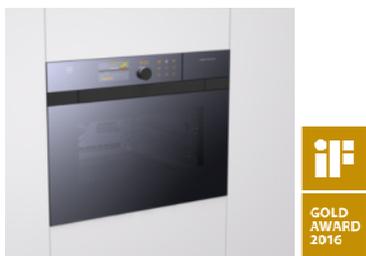


Photo 1  
**iF gold award for V-ZUG: the design of the new appliance line came out on top in the «Kitchen» category**

### About V-ZUG

V-ZUG is the leading Swiss brand for household appliances and is based in Zug. For over 100 years, the company has developed and manufactured innovative appliances for the kitchen and washroom which simplify everyday life and provide lifelong inspiration and delight – right in the very heart of Switzerland. V-ZUG has 10 exhibition and advisory centres as well as 16 service centres in Switzerland and has representatives in 18 countries all over the world. The company employs around 1400 people globally and is training more than 70 apprentices. As the Swiss market leader, V-ZUG is committed to the economy, society and environment, stretching beyond the company itself. The owner-managed company belongs to the Metall Zug Group, together with sister company Gehrig Group AG and subsidiary SIBIRGroup AG.

### About Metall Zug

Metall Zug is a Swiss industrial holding company based in Zug. It provides a wide range of innovative and sustainable premium and precision products. The Group develops, manufactures and sells technologically advanced appliances, machines and solutions in the household appliance, infection control and wire processing divisions. V-ZUG AG, Gehrig Group AG (household appliance division), Belimed Group (infection control division) and Schleuniger Group (wire processing division) all belong to the Metall Zug Group. The industrial holding company originates from Metallwarenfabrik Zug, founded in 1887, and remains largely in the hands of the founding family today. The Metall Zug Group employs around 3600 people globally and is listed on the SIX Swiss Exchange.