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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 1,867 consumers in Switzerland. Readers were asked to name the brands they trust most in a written survey, without prompting. In doing so, they evaluate the brands by quality, value for money, image, and understanding of customer needs.

V-ZUG is most trusted





PRESS RELEASE, 18.05.2015

Swiss consumers have once again named the V-ZUG brand as the most trusted provider of household 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