



V-ZUG Ltd

Industriestrasse 66, Postfach 59, 6301 Zug, Switzerland  
Tel. +41 (0) 58 767 67 67, Fax +41 (0) 58 767 61 67  
info@vzug.com, www.vzug.com

GLOBAL MARKETING SERVICES

Jasmin Riesen  
Direct dial +41 (0) 58 767 64 56  
jasmin.riesen@vzug.com

4 July 2017 NUJ

## PRESS RELEASE

# V-ZUG is integrating the Bring! app into the recipe service

*With over 400 recipes, V-ZUG Ltd offers a web platform for real culinary enthusiasts. Customers can now use the Bring! app to compile their shopping list electronically and share it with others – for the ultimate user experience.*

Digitisation has found its way into the organisation of our day-to-day lives. Marco Cerqui, CEO at Bring!, has recognised this too: «We are concentrating on the digital optimisation of grocery shopping so that we have more time left for the special things in life.» V-ZUG shares this outlook: «We want to inspire our customers with delicious recipes and make it easier for people to prepare them», says Philipp Hofmann, Head of Digital Business Innovations at V-ZUG. Simplicity in everyday life and more time for your lifestyle – as both companies share the same outlook, a collaboration was the natural next step according to Marco Cerqui: «With its integration of Bring!, V-ZUG Ltd has shown how open it is to new digital services and has become a pioneer in the household appliance industry. We are excited about forming a partnership that pursues the same goals and optimises the user experience with truly innovative ideas.»

## **Bring! makes shopping easier**

An increasing number of people are using mobile devices to remain informed and communicate while on the go. The organisation of daily tasks, appointments and transactions is also undergoing a digital evolution in response to the increasing use of smartphones, smartwatches and tablets. In order to save time for the special things in life, people are turning to apps to optimise their lives: Productivity apps increase efficiency when it comes to daily household and work-related tasks, and shopping apps are particularly popular in app stores. Bring!, the digital shopping list, facilitates day-to-day



Press release, 4/07/2017

grocery shopping by combining these two functions. Users can create individual shopping lists on their smartphone, tablet or smartwatch, and share them so they can plan their grocery shop together. As a result, Bring! not only saves you time and energy, but also reduces the uneconomical over-buying that can result from spontaneous purchases at the supermarket. Bring! is replacing the usual paper list for more and more Swiss shoppers, and is becoming an important partner in the B2B sector.

### **Add recipe ingredients to your shopping list with just a click**

Culinary enthusiasts can find 400 recipes to try at home on the V-ZUG website. Whether you're making a simple risotto or an elaborate menu, the recipe service has exciting options for gourmets and fast-food lovers alike. By integrating Bring!, V-ZUG can offer users an additional highlight. You can view your shopping list containing the necessary ingredients for your selected recipe on your mobile device with just the click of a button – simple, practical and user-friendly.

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

### About V-ZUG

V-ZUG is Switzerland's leading brand in household appliances and has its headquarters in Zug. For over 100 years, the company in the heart of Switzerland has been developing and producing innovative appliances for the kitchen and laundry room which make everyday life easier, as well as inspire and excite our customers – for a whole lifetime of enjoyment. V-ZUG has 10 exhibition and advisory centres, as well as 16 service centres, in Switzerland and enjoys international representation in 18 countries. The company employs around 1400 members of staff and trains over 70 apprentices. As a Swiss market leader, V-ZUG is committed to more than just its own business, for example to the economy, society and the environment. The owner-operated company – together with its sister company Gehrig Group AG and subsidiary SIBIRGroup AG – is part of the Metall Zug Group.

### About Metall Zug

Metall Zug is a Swiss industrial holding headquartered in Zug and offers a broad range of innovative, sustainable premium and precision products. The Group develops, produces and distributes technologically advanced appliances, machines and solutions for the household appliances, infection control and wire processing business units. V-ZUG Ltd, Gehrig Group AG (household appliances business unit), the Belimed Group (infection control business unit) and the Schleuniger Group (wire processing business unit) are part of the Metall Zug Group. The industrial holding emerged from the Metallwarenfabrik Zug metalware factory founded in 1887 and is still primarily in the hands of the founding family today. The Metall Zug Group employs around 3600 members of staff worldwide and is listed on the SIX Swiss Exchange stock exchange.

### About Bring!

The free app Bring! (<https://www.getbring.com>) makes your day-to-day supermarket trips much easier. Users can benefit from this combined shopping and productivity app by using their smartphone, tablet, smartwatch or Amazon Echo to create and share their shopping list, allowing them to plan their grocery shop together. Bring! Labs AG was founded in April 2015 by three Swiss partners, Marco Cerqui, Sandro Strebel and Dominic Mehr. The app won the prestigious [Google Play's "BEST OF 2016"](#) award and was nominated in the [Best Android Wear App](#) category in 2017. Since then, millions of users across the globe have begun using Bring! to organise their shopping. The app is available for iOS and Android. Bring! Labs AG is headquartered in Zurich, Switzerland, and currently has eight employees.

### Photos

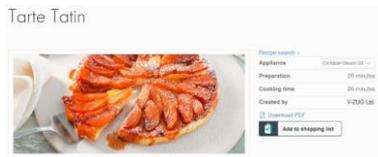


Photo 1  
**V-ZUG is integrating the Bring! app into the recipe service.**