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Plus X Award recognizes V-ZUG with its “Best Brand” and “Best Product Of The Year 2020” awards.

This year, V-ZUG received a total of three Plus X Awards. The “Best Brand Of The Year 2020”, awarded just once a year, is considered to be a valuable distinction within the industry. The decisive factor for this award was the “Best Product Of The Year 2020”, the new Adora dishwasher range. This product range also received seals of approval from the expert jury, in the categories of high quality, design, ease of use, functionality, ergonomics and ecology. The distinction of “Best Product Of The Year 2020” recognizes the fact that this product range clearly stands out from its competitors. The Plus X Award is presented to brands that focus on developing new, innovative technology, exceptional designs and smart yet straightforward operating concepts. All in all, this represents another resounding success for the V-ZUG brand and its efforts to develop premium-quality, innovative products.

Further information at: vzug.com

Photo material



Photo 1
“Best Product Of The Year 2020”: the new Adora dishwasher range from V-ZUG.



Photo 2
A hat-trick of awards: the Plus X Award for “Best Product Of The Year 2020” and “Best Brand Of The Year 2020”.

About V-ZUG

V-ZUG is the leading Swiss household appliances brand and has its head office in Zug. For over 100 years, the company in the heart of Switzerland has been developing and producing innovative kitchen and laundry appliances which make everyday life easier while inspiring and delighting users – for a lifetime of enjoyment. V-ZUG has 10 display and advice centres and 16 service centres in Switzerland and is represented internationally in 18 countries. The company has around 1700 employees worldwide and trains over 70 apprentices. As the market leader in Switzerland, V-ZUG is also committed to improving the economy, society and the environment, in addition to pursuing its own business operations. Together with its sister company Gehrig Group AG and subsidiary SIBIRGroup AG, the owner-operated company belongs to the Metall Zug group.

About Metall Zug

Metall Zug is a Swiss industrial holding company with its head office in Zug and offers a wide range of innovative and sustainable premium and precision products. The group is a technology leader and develops, produces and distributes appliances, machines and solutions through its household appliances, infection control and wire processing business units. The Metall Zug group consists of V-ZUG AG, Gehrig Group AG (Household Appliances Business Unit), the Belimed group (Infection Control Business Unit) and the Schleuniger group (Wire Processing Business Unit). The industrial holding company grew out of the metalwork company Metallwarenfabrik Zug which was established in 1887, and is still primarily owned by the founding family. The Metall Zug group employs around 3,600 people worldwide and is listed on the SIX Swiss Exchange.