



V-ZUG AG

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PRESS RELEASE

Passion for details: V-ZUG's new advertising campaign

V-ZUG household appliances are high-quality, modern and reliable. The secret? It lies in the detail. With its new advertising campaign, the Swiss household appliance manufacturer is showing how details make the difference.

SteamFinish for a sparkling shine, a flexible fridge thanks to MonoFridge, and a choice of drying options with the DualDry. These are details that make the difference – from development and production through to using the appliance in the customer's home. V-ZUG's new advertising campaign picks up on these outstanding features and showcases them in a variety of modern settings. The new advertising campaign can be seen on TV, in print media and on various online channels from March 2020.

The big idea

With dedication to every detail, highly motivated employees in Zug and all round the world are devoted to creating household appliances of the utmost Swiss perfection like no other manufacturer does. This sets V-ZUG apart as a Swiss brand. A passion for every detail lies at the heart of its day-to-day work, and is therefore also the focus of its communication and advertising activities. It's a guiding principle that will characterize V-ZUG's current and future advertising campaigns in Switzerland and in international markets.

Print & digital

The current campaign, consisting of print advertisements, TV commercials and several short films, takes up the theme of "Details make the difference" – with a focus on dishwashers, refrigerators and tumble dryers. For example, the movies illustrates in just a few seconds how the detailed production



process in Zug results in customers being impressed with top-quality household appliances. Manufactured in Zug? Yes. V-ZUG develops and produces the majority of its product range in the heart of Switzerland, in its own factory in Zug. The new TV commercials take a look behind the scenes and show various details straight from the production line: local, genuine and modern.

A step into the future

With this realignment of its advertising activities and its guiding principle of “Passion for details”, V-ZUG is breaking new ground in the field of communication: *“For the first time, we’re showing who we really are, what makes us special and where all our passion for detail can be found. For this reason, we are focusing on our production facilities in Zug. We are showing how the product is manufactured and how it ultimately inspires customers in their homes,”* explains Roland Graf, Head of Global Marketing Services at V-ZUG. With this approach, the Swiss manufacturer is presenting its brands as detail-oriented and sophisticated yet down-to-earth.

Further information on: vzug.com

Photo material



Photo 1
These are details that make the difference – from development and production through to using the appliance in the customer's home



Photo 2
V-ZUG's new advertising campaign picks up on these outstanding features and showcases them in a variety of modern settings



Photo 3
With its new advertising campaign, the Swiss household appliance manufacturer is showing how details make the difference

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 1,700 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.