



V-ZUG Ltd
Industriestrasse 66, P.O. Box, 6302 Zug
Tel. +41 58 767 67 67
Fax +41 58 767 61 67
info@vzug.com, www.vzug.com

Contact
Jasmin Riesen
Head of Marketing Relations
jasmin.riesen@vzug.com

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PRESS RELEASE

The "Best of the Best" – the V-ZUG Excellence Line wins the Red Dot Award for Product Design

The new generation of ovens and steam cookers in the V-ZUG Excellence Line has won the 2021 Red Dot "Best of the Best" Award for Product Design. One of the most highly-regarded evaluation procedures for good design and innovation, the award is numbered among the best-known design competitions anywhere in the world. After evaluating all submissions, the Red Dot Jury awards the Red Dot only to products of outstanding design quality. The expert jury was won over across the board by the understated design and intuitive operation of the ultra-modern kitchen appliances. The award-winning Excellence Line will be on display in the Red Dot Design Museum in Essen, the largest museum of contemporary design, from June 2021 to May 2022. Connoisseurs of design will also be able to admire the forward-thinking design of the new Excellence Line in an online Red Dot exhibition from 21 June 2021.

Further information at: vzug.com



Photo material



photo 1

Understated design and intuitive operation: the captivating new Excellence Line generation of appliances, with timeless elegance and a unique user experience.



reddot winner 2021
best of the best

photo 2

Red Dot Product Design Award 2021 for the V-ZUG Excellence Line.

About the V-ZUG Group

V-ZUG is Switzerland's leading brand in household appliances. Located in the heart of Switzerland, V-ZUG has been developing and producing kitchen and laundry appliances for over 100 years and offers a comprehensive service as well. In Switzerland alone, there are over 300 technicians working in the service business. As market leader in Switzerland, the V-ZUG Group also markets its products in selected premium markets abroad. The V-ZUG Group currently employs around 2,000 people. V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).