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PRESS RELEASE

Household appliances from Zug: made for life

Innovation, precision and quality – values from a small Alpine country which have spread worldwide. And this is all thanks to companies like V-ZUG. For over 100 years, the former galvanising plant has developed and manufactured its products in Switzerland as a matter of principle as this is the only way that the company can guarantee the high quality and long service life of its household appliances.

Switzerland is a nation of inventors, the country of precision watches and the home of world-famous chocolate. All over the globe, «Swiss made» is considered to be a reliable label of quality. This established reputation is no coincidence – numerous Swiss personalities and companies have contributed to securing it over the decades, including V-ZUG. For over 100 years, the company has developed and manufactured its products in the heart of Switzerland. V-ZUG is firmly rooted in Switzerland from an ideological point of view as well as a geographical one. Over the course of the company's history, the distinctive features of Switzerland, such as innovation, design and sustainability, have merged with V-ZUG's values. Today, V-ZUG plays a part in reinforcing Switzerland's traditional values and excellent reputation as a technology hub all over the world.

From family business to high-tech company

«Verzinkerei Zug AG» started out in 1913 with 39 employees who galvanised sheet metal products such as buckets, sinks and watering cans. In the decades which followed, the company expanded its range constantly and, in 1976, the galvanising plant merged with Metallwarenfabrik Zug, the market leader for cookers and ovens at the time. The result of this merger was V-ZUG AG, which quickly

made a name for itself on the market thanks to its high-quality range of products for the kitchen and washroom. From the former small trade business, a high-tech company with a global presence and around 1400 employees was born – but it has stayed true to its roots. Today, V-ZUG is the Swiss market leader and is active in 18 countries all over the world with its exclusive range of premium products. In Switzerland alone, more than four million V-ZUG appliances are currently in use. Although the company does not offer a line specifically for professionals, many award-winning restaurants use its kitchen appliances. Andreas Caminada, for example, one of the 50 best chefs in the world, puts his faith in combi-steam cookers from the traditional Zug-based business.

Commitment to Swiss production

On a global scale, V-ZUG is the only company in the sector to develop all of its products in Switzerland and to manufacture the majority of them there too. And this is how it will stay in the future too. Together with Metall Zug AG and the Zug municipal authorities, V-ZUG has committed itself to the visionary «Technology Cluster Zug» project. The common goal is to safeguard Zug as an industrial hub – and, therefore, Switzerland as a production hub – for the long term. By 2033, V-ZUG will make the production hub fit for the future with numerous renovation projects and will help to establish the land that becomes available from this as a new, pioneering district. The first signs of this are already noticeable – an extension in the north east of the company premises, which will be put into operation over the course of 2016, will provide additional space for production facilities and can already be seen as a precursor to the new district today.

Quality in every aspect – to last a lifetime

To ensure the high quality standards are retained from the raw materials right through to delivery, each product is subjected to an average of 600 tests. Only then can V-ZUG have real peace of mind and promise that the appliances will delight their users for many years to come. Production on home soil is therefore key for when it comes to ensuring these high standards. When we talk about quality at V-ZUG, we are talking about much more than just high-quality materials and precision craftsmanship. Quality also encompasses the simple operation of the appliances, the highly functional design, the great commitment to resource-saving household appliances and impeccable service for the entire life of the appliance. When you choose a product from Zug, you are choosing a product for life. For most products, V-ZUG guarantees that spare parts will be available for up to 17 years – if you ever need a spare part, that is.

Photo material



Photo 1
V-ZUG has relied on Switzerland as a production hub since 1913 – and will continue to do so in the future



Photo 2
Swiss values such as innovation, quality and design correspond to V-ZUG's values



Photo 3
The high quality of V-ZUG appliances comes from a combination of different factors, including the long service life of the products

About V-ZUG

V-ZUG is the leading Swiss brand for household appliances and is based in Zug. For over 100 years, the company has developed and manufactured innovative appliances for the kitchen and washroom which simplify everyday life and provide lifelong inspiration and delight – right in the very heart of Switzerland. V-ZUG has 10 exhibition and advisory centres as well as 16 service centres in Switzerland and has representatives in 18 countries all over the world. The company employs around 1400 people globally and is training more than 70 apprentices. As the Swiss market leader, V-ZUG is committed to the economy, society and environment, stretching beyond the company itself. The owner-managed company belongs to the Metall Zug Group, together with sister company Gehrig Group AG and subsidiary SIBIRGroup AG.

About Metall Zug

Metall Zug is a Swiss industrial holding company based in Zug. It provides a wide range of innovative and sustainable premium and precision products. The Group develops, manufactures and sells technologically advanced appliances, machines and solutions in the household appliance, infection control and wire processing divisions. V-ZUG AG, Gehrig Group AG (household appliance division), Belimed Group (infection control division) and Schleuniger Group (wire processing division) all belong to the Metall Zug Group. The industrial holding company originates from Metallwarenfabrik Zug, founded in 1887, and remains largely in the hands of the founding family today. The Metall Zug Group employs around 3600 people globally and is listed on the SIX Swiss Exchange.