

# PRESS RELEASE

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## **Austria's strongest brands in 2013**

### **Poggenpohl receives a "Superbrands Austria 2013" award**

The kitchens manufacturer Poggenpohl has received the "Superbrands Austria 2013" award, making it one of Austria's top brands. This is evidence that company has achieved high brand recognition and consumer acceptance across the border. "We are extremely pleased to have won this award. It demonstrates that Poggenpohl is a well-known international brand, and we are very proud of that", said Lars Völkel, Managing Director of Poggenpohl Möbelwerke GmbH in Herford.

The "Superbrands Austria 2013" awards ceremony was held on 19 September 2013 in Vienna's Grand Hotel. In the presence of 150 special guests, the prestigious award was presented to companies operating at an international level. The winners were brands which had impressed with innovation, research and development, quality, service and sustainability.

Back in 2012, Poggenpohl was the only kitchens manufacturer to win the "Superbrands Germany 2012" award four times in a row. Numerous kitchen concepts have also been recognised for their exclusive design and excellent quality over recent years, with awards including the "iF product design award", the "red dot design award" and the "good design award."

### **Further Information / Media Contact:**

Nelli Götz, Marketing/Public Relations  
Poggenpohl Möbelwerke GmbH  
Tel. 05221 / 381-331  
E-mail: [Nelli.Goetz@poggenpohl.com](mailto:Nelli.Goetz@poggenpohl.com)