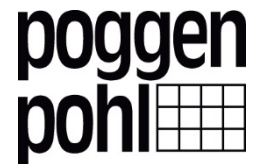


# PRESS RELEASE



Herford, January 2013

## **Poggenpohl Wins Superbrands 2012**

### **Wins for the Fourth Time in a Row**

The kitchen furniture manufacturer Poggenpohl has once again received the "Superbrands Germany 2012" Award and is thus one of Germany's strongest brands. The company has, for the fourth time, proved the confidence and acceptance consumers feel towards the brand. "We are very happy about this repeated award. It confirms that the brand Poggenpohl is a well-respected flagship brand that positions itself successfully on the market even in difficult times", commented Lars Völkel, Managing Director of Poggenpohl Möbelwerke GmbH in Herford.

The international presentation of the award took place on the 4th December 2012 at the Capitol Theatre in Dusseldorf. A twelve-person jury of marketing and brand experts rated the candidates according to criteria such as brand dominance, brand acceptance, customer retention, trust in the brand and longevity of the brand.

In addition to "Superbrands", Poggenpohl has also already received numerous international awards for its kitchens. For example, the exclusive design and the outstanding quality have been acknowledged by, among other, the "iF product design award", the "red dot design award" and the "good design award".

### **Further Information / Press Contact:**

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