

PRESS RELEASE



Herford, Berlin 18th March 2015

One of Germany's strongest brands

Poggenpohl wins the "Superbrands Germany Award 2014/2015"



The "Superbrands Germany 2014/2015" were awarded in the tradition-steeped Axel Springer Journalists' Club in Berlin on 18th March 2015. Fifty-one outstanding product and corporate brands received the coveted award as part of an extraordinary gala evening. Poggenpohl numbers among the strongest German brands for the 5th time in a row. Christiane Danielsmeyer, Poggenpohl's Marketing Director and Manfred Junker, Poggenpohl's Head of Design, accepted the prestigious trophy "Superbrands Germany 2014/2015" from the hands of Eamonn Sadler, the CEO of Superbrands.

"We are overjoyed by this further award. It proves the lasting value of the Poggenpohl brand, which enjoys trust and a high level of acceptance among consumers", Christiane Danielsmeyer declared. Star violinist David Garret was honoured as the "Personality of the Year". He gave an exclusive thank-you concert that delighted the high-ranking guests.

The "Superbrands Germany" quality label has already been awarded for the sixth time now. An international expert panel judged 1250 product and corporate brands according to criteria such as brand leadership, market value, image, stability and customer loyalty. "Superbrands are evergreens and not just short-lived hits. They are like lighthouses", judging panel member Dietrich Schulze van Loon says in summary.

Poggenpohl has already won several major prizes this year. For the kitchen architecture P`7350 Design by Porsche Design Studio, the Herford company received the PLUS X Award innovation prize in addition to the prestigious design prizes Good Design Award and Interior Innovation Award.

Caption (from left):

Stephen Smith (Chairman of the international Superbrands Organisation),
Christiane Danielsmeyer (Marketing Director Poggenpohl), Manfred Junker
(Head of Design Poggenpohl), Eamonn Sadler (CEO Superbrands)

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