

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2013	Press Clippings

2x Superbrands 2013.



The eisberg brand has been rewarded again

This is the ninth time that the Hungarian jury of 21 independent professionals have decided upon the awards. This year they considered our company, eisberg to be worthy again of wearing the Superbrands trademark.

“A brand is a Superbrands that has gained an excellent reputation in its field. The values attached to the brand provide such emotional and/or tangible benefits that consumers expect and appreciate.”

Beyond the international definition, the jurors take the given brand’s tradition, history, market performance, the brand’s reputation, the company’s goodwill, ethical appreciation, its status, its conscious innovation and brand strategy into consideration.

Superbrands has put stronger emphasis on reaching consumers than ever before, so the evaluation of the Jury was completed with the result of a consumer brand awareness and brand loyalty online survey conducted by GFK Market Research Institute.

The jury which decides on the winners consists of acknowledged industry experts, whose decision certifies the success that our brand has achieved so far. The brands are nominated exclusively according to professional criteria, because you cannot run for or apply for the recognition.

This outstanding acknowledgement of quality is again an important feedback for us, indicating that our company is heading in the right direction and is considered to be an innovative enterprise with a strong brand value. We believe that the qualification won by our brand provides safety and a guarantee for our customers and partners in their everyday choices.

eisberg group is an Europe-wide active fresh-cut specialist with an annual turnover of more than 60 million Euro. eisberg group’s headquarter is located in Switzerland and it drives a network of five European production sites in Switzerland, Italy, Poland, Hungary and Romania, resulting in a strong international market presence, especially in Middle and Eastern Europe. eisberg can rely on a well-established supplier network of raw material – in the summer season from Middle and Northern Europe, in the winter season from the Mediterranean.

The group’s Hungarian subsidiary started its operations in 1992. It currently employs 130 workers in Gyál where the company owns 3,000 sqm. Three production lines produce a total of nearly 5,500 tons of convenience salad mixes per year. Close to 50% of the raw materials are from Hungarian suppliers.

More information about Superbrands: www.superbrands.hu

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2013	Press Clippings

<http://www.eisberg.hu/2x-superbrands-2013,2808.htm>

Business Superbrands® 2013

author: FMK





Media Coverage

Country	Date	Publication
Hungary	2013	Press Clippings

We are proud of that FLAVON GROUP brand won the **Business Superbrands®** title in 2013, according to the decision of the Superbrands Experts Commission.

Superbrands is the most significant evaluation system of brands, honoring leading brands in almost 90 countries. The primary goal of Superbrands Hungary is to get the finest brands – not only to the professional but – to the wider audience.

The soul of Business Superbrands program is the committee of voluntary experts, its members are noted and recognized professionals who know the business sector well. The list coming before the committee is created according to the recommendations of the industrial corporations, by monitoring half a million working enterprises from the database of BisnodePartnerControll. On this list including about 3000 brands and companies, domestic companies with the biggest profit, the chambers of trade and industry of certain sectors, associations, smaller companies recommended by professional organizations are all represented as they count as the excellence of business life. The professional colleges of the committee of experts value the brands and companies of more than 100 categories by scoring. The result of this scoring is the final list containing the finest B2B brands of Hungary, of which now Flavon Group is also a member.

http://flavonline-en.blog.hu/2013/06/03/superbrands_698?utm_source=bloghu_megosztas&utm_medium=facebook_share&utm_campaign=blhshare

TMF Group Hungary achieves Superbrand status

We are proud to announce that TMF Group Hungary has been officially recognised as a Business Superbrand for 2013.

Since 1995, independent body Superbrands has commissioned independent research to identify the UK's strongest brands, and is now present in over 50 countries, including Hungary.

Every year the Business Superbrands Committee selects the most prominent brands in a host of countries based on the opinions of marketing experts, business and industry professionals, and thousands of consumers.

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2013	Press Clippings

Each business is assessed on a range of information, including: balance sheet, profit and loss information, business activities, size, demography, trends, ethical norms, discipline in meeting payment liabilities, attitude to business partners, transparency, shareholders, etc.

“This is a great achievement for TMF Group Hungary, which has worked hard to build our brand and reputation over the last 8-10 years,” said Julia Varga, MD of TMF Group Hungary. “I hope that this makes our colleagues in Hungary and across the world feel proud of our business.”

TMF Group will continue to build on this success across its offices, based in more than 75 countries worldwide.

<https://www.tmf-group.com/en/news-insights/articles/2013/september/tmf-group-hungary-achieves-superbrand-status/>

Marso officially Super!



Marso proud to be a Business Superbrand

Marso proud to be a Business Superbrand

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2013	Press Clippings

This is the 9 occasion that Superbrands Award has been allotted by the Professional Committee of Superbrands Hungary. This appreciation presents the brands that serve as an example for the dealers of the domestic market willing to grow and learn how to build up a brand in the future. MARSO, operating in tyre trade for 23 years, was considered to deserve the Business Superbrands award.

We believe that this assessment won by our brand, provides not only security to our clients and partners but also guarantee their common choice.

The award is a positive feedback of our brand that highlights the best agents on professional level –said Mr. Sándor Somlai CEO One of the most favourable advantages of MARSO being a tyre distributor of such a volume that can hardly be found elsewhere in Europe is that the company can meet all the product challenges of the market. We continually keep a stock of 150 000-200 000 pcs of tyres, which is easily and quickly accessible from any part of the country. Our revenue exceeds 10 billion HUF every year.

The members of the jury assigning the award are respected experts of the sector that demonstrate the success of the brands in question with their decision. Candidacy is exclusively based on professional aspects, no one can compete or apply for the award.

<http://marsotire.com/news/marso-proud-to-be-a-business-superbrand-1662.html>