

# Superbrands

## Media Coverage

Country	Date	Publication
Hungary	2014	Press Clippings

## FedEx Trade Networks Awarded the 2014 Business Superbrands Prize in Hungary

PRESS RELEASE  
Aug 5, 2014

**MEMPHIS, Tenn., August 5, 2014** — FedEx Trade Networks, the freight forwarding and customs brokerage arm of global shipping giant, FedEx Corp. (NYSE: FDX) announced today that it has been awarded the 2014 Business Superbrands prize (Hungary). The Superbrands program started in Hungary in 2004 and is part of a global organization that identifies those brands that perform above and beyond others within the market.

Brands are invited to participate in the Superbrands project based on the following criteria: market dominance, longevity, goodwill, customer loyalty and market acceptance. The Superbrands selection committee is comprised of independent and voluntary experts, who base their decision on qualified candidates following identical regulations across 90 countries.

“The recognition by Superbrands is a tribute to the FedEx Trade Networks team members and their dedication to meeting our customers’ unique needs around the world every day,” said Christian Blain, vice president, EMEA, FedEx Trade Networks. “We’re committed to providing solutions that help our customers get the most out of their supply chains, thereby allowing them to compete more effectively.”

[https://www.joc.com/fedex-trade-networks-awarded-2014-business-superbrands-prize-hungary\\_20140805.html](https://www.joc.com/fedex-trade-networks-awarded-2014-business-superbrands-prize-hungary_20140805.html)

## SUPERBRANDS AWARD 2014

*Submitted by Ilcsi team on Wed, 04/23/2014 - 13:48*



This year Ilcsi Beautifying Herbs received the prestigious Superbrands Award for the tenth time. We are proud to say that since 2004, the start of the Superbrands program in Hungary, Ilcsi has been awarded every year. The title is given by the Hungarian Superbrands Council to consumer brands that

# Superbrands

## Media Coverage

Country	Date	Publication
Hungary	2014	Press Clippings

excel with regard to brand strength, reputation, popularity and tradition, with a strong emphasis on the opinion of consumers.

<http://ilcsi-natural-cosmetics.co.uk/natural-cosmetics-news/superbrands-award-2014>

## Aldi Hungary wins Superbrands award

BBJ

Tuesday, July 26, 2016, 11:28

The Hungarian subsidiary of Austria's Aldi has won a Superbrands award, a quality recognition for retailers in Hungary, for the second time in its history here, according to a press release issued today.

# Superbrands

## Media Coverage

Country	Date	Publication
Hungary	2014	Press Clippings



(Photo: LaMography)

This year the award has been handed out for the 12th time. Aldi was awarded the accolade in 2014, which Tibor Székács, the CEO of Aldi Magyarország Élelmiszer Bt., considered a “great honor.”

“For Aldi Hungary it is especially important to offer high-quality products for its customers, and our commitment can be further strengthened by acquiring the Superbrands award,”the CEO added.

[https://bbj.hu/business/aldi-hungary-wins-superbrands-award\\_119771](https://bbj.hu/business/aldi-hungary-wins-superbrands-award_119771)

## Sempermed wins ‘Business Superbrand Award’

**Budapest:** A jury consisting of experts from the fields of economics, communication and marketing recently voted Sempermed Hungary a "Business Superbrand 2014".

# Superbrands

## Media Coverage

Country	Date	Publication
Hungary	2014	Press Clippings

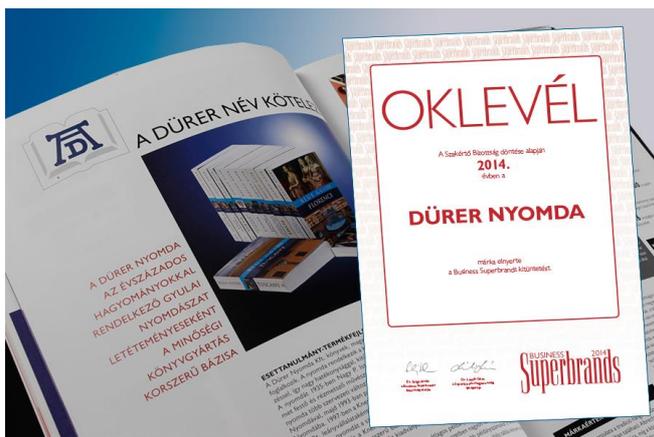
"This award is an acknowledgement of our work in Hungary over the past 15 years. It is indicative of successful brand management and confirms that we are perceived as a competent partner in the surgical and examination glove sector thanks to our top quality Sempermed products. Superbrands are nominated by experts, since it is not possible to apply for this award", said Toth Andras, Managing Director of Sempermed Hungary.

### Business Superbrands

The Business Superbrands award is presented to a brand with an excellent reputation in its field of business. It is not possible to apply for Superbrand awards, Business Superbrands are exclusively awarded by a jury consisting of experts from the fields of economics, communication and marketing, taking into account the Bisnode Rating Risk Index. Founded in London in 1995, Superbrands is active in 88 countries. Find out more information at [www.superbrands.com](http://www.superbrands.com).

[https://www.semperitgroup.com/en/press/press-archives/detail/?tx\\_ttnews%5Btt\\_news%5D=1119&cHash=244b6e9a99e173363c08fa87dace23be](https://www.semperitgroup.com/en/press/press-archives/detail/?tx_ttnews%5Btt_news%5D=1119&cHash=244b6e9a99e173363c08fa87dace23be)

## The title Business Superbrands again!



This is the fifth consecutive year that the most outstanding achievements in business have been rewarded by the Business Superbrands programme.

The committee, which consisted of several renowned personalities of the trade, has chosen Dürer Printing House to be holder of the prestigious award for the fifth time. The award helps the Printing House to boost its position and prestige.

# Superbrands

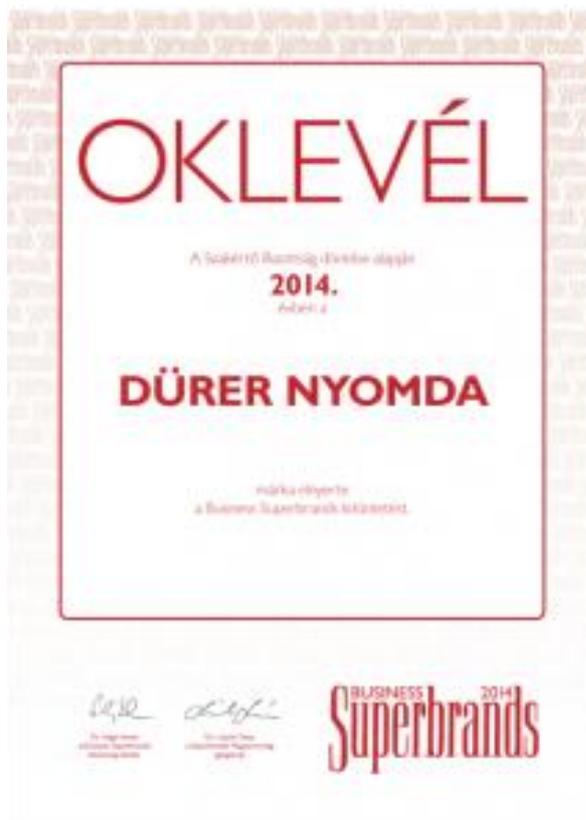
## Media Coverage

Country	Date	Publication
Hungary	2014	Press Clippings

The core of the programme is the voluntary expert committee with members from the business sector. They examine about half a million businesses, taking the recommendations of Dun & Bradstreet and the various trade organizations into consideration.

In the last two decades the distinctiveness of products has been more and more significant and the leading brands have managed to retain their competitive edge. Quality, consumer satisfaction and trust is in the centre of their attention.

To learn more about the organization of Superbrands, its background and international role go to: [www.superbrands.hu](http://www.superbrands.hu)



<http://durer.hu/a-durer-nyomda-ismet-elnyerte-a-business-superbrands-cimet/?lang=en>