

# Superbrands

## Media Coverage

Country	Date	Publication
Germany	2016	Press Clippings



## Poggenpohl is “Superbrand 2016 / 2017”

**The traditional manufacturer from Herford is honoured as a strong German brand for the 6th time in succession**

In the special setting of the exclusive Axel Springer Journalists’ Club in Berlin, the coveted “Superbrands Germany 2016/2017” award has now been bestowed on 50 outstanding product and company brands. This year, the actor and Golden Camera winner, Wotan Wilke Möhring, received the accolade of Superbrand Germany personality.

The long-standing company Poggenpohl now numbers among the strongest German brands for the 6th time in succession. Stephen Smith, Chairman of the international Superbrands Organisation, handed Christiane Danielsmeyer, Marketing Poggenpohl, the coveted “Superbrands Germany 2016/2017” trophy. “This further award confirms Poggenpohl’s enduring market acceptance. Poggenpohl has been and still is a pioneer of modern kitchens and geared to people’s needs and to today’s requirements, is constantly setting milestones in international kitchen history. Poggenpohl stands for

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competence. Confidence in the brand and the associated performance promise are at the forefront of consumers' minds. Poggenpohl's iconic product design also offers the customer an added value for individual kitchen planning", Christiane Danielsmeyer said.

Superbrands, as the largest international marketing organisation, has been rewarding a country's best and strongest brands for more than 22 years now - the "Superbrands Germany" quality label has already been awarded for the seventh time. A high-profile expert panel appraised German product and company brands according to the criteria of brand dominance, customer loyalty and goodwill, in addition to durability and brand acceptance.

Poggenpohl has already won several major prizes this year. The Herford company received the Red Dot Award: Product Design 2017, the German Design Award 2017 "Special Mention" and the Good Design Award 2016, as well as the Plus X Award 2016 for the innovative +STAGE theme units.

### **Caption (from left):**

Stephen Smith (Chairman of the international Superbrands Organisation), Christiane Danielsmeyer (Marketing Poggenpohl), Norbert Lux (Managing Director Superbrands Germany)

### **About Poggenpohl**

Poggenpohl has been designing and producing luxury kitchens at the Herford production plant for 125 years, making it the world's longest-established and most renowned kitchen brand. Customized, fitted kitchens delivered to more than 70 countries are created in a manufacturing area of 54,000 m<sup>2</sup>. A global network of 450 Poggenpohl studios with highly qualified designers perfectly implements the customers' conceptions of an ideal kitchen.

<http://www.poggenpohl.com/en/press-media/press-releases/2017/may/poggenpohl-is-superbrand-2016-2017/>

## **ALNO bagged "Superbrands Germany Award 2016/2017"**

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Voted as a 2016/2017 Superbrand, ALNO is again one of Germany's outstanding brands in the brand dominance, customer loyalty and brand acceptance category for the fourth time since 2009. Selected from over 1,350 nominations, the jury placed the kitchen manufacturer in the group of 100 Superbrands Germany 2016/2017.

According to the organisers, superbrands are "brands with a high level of reputation and brand value" which "leave no margin of doubt in terms of quality, consistency and customer loyalty" and "which unmistakably and at the same time reflect the epitome of the quality of a service or entire product segment, and consequently occupy an outstanding position not only in terms of consumer awareness but also within the economy over years and decades".

"The award confirms that our expectation on the interplay of product quality, functionality and innovative design is also reflected in the particular loyalty shown by our customers towards the ALNO brand and in an exceptionally high level of brand acceptance." explains Andreas Sandmann, Member of the Board and Chief Sales Officer (CSO) at ALNO AG.

The world's largest brand marketing organisation has been awarding the accolade to the best and strongest product and company brands in over 88 countries for more than 22 years. The highlight of the two-year superbrand campaign will be the "Tribute Event" in March 2017.

The ALNO Group regularly receives awards for its innovative products. In the first half of 2016 these included the "Plus X Award" for the "Most Innovative Brand of the Year 2016" in the "Furniture" product group. As part of the Plus X Award, ALNO additionally received the "Best Product of the Year 2016/2017" and the "Innovation, High Quality, Design and Functionality" quality seals for the ALNOCERA kitchen. In the German Brand Award, presented for the first time by the German Brand Institute together with the German Design Council, ALNO was previously voted the 2016 winner in the "Industry Excellence in Branding" category. The German Design Council, one of the world's leading centres of

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excellence for design, also gave the "German Design Award 2016 Winner" to the ALNOCERA Concretto ceramic kitchen and the "German Design Award 2016 Special Mention" to the ALNOSTAR PLAN oxide grey kitchen.

<http://www.woodandpanel.com/news/article/alno-bagged-superbrands-germany-award-20162017/>

## ALNO MIT „SUPERBRANDS GERMANY AWARD 2016/2017“ AUSGEZEICHNET

**Mit der Wahl zu den Superbrands 2016/2017 zählt ALNO in den Kategorien Markentransparenz, Kundenbindung und Langlebigkeit bereits zum vierten Mal seit 2010 zu den herausragenden deutschen Marken. Der Küchenhersteller wurde von der Jury aus den über 1.350 Nominierungen in die Gruppe der 100 Superbrands Germany 2016 / 2017 aufgenommen.**

Superbrands sind nach Aussage der Organisatoren „Marken mit hohem Ansehen und Marktwert“, die „durch Qualität, Beständigkeit und Kundentreue überzeugen“ und „die unverwechselbar und gleichermaßen den Inbegriff der **Qualität einer Leistung oder eines ganzen Produkt-Bereichs reflektieren und damit sowohl im Bewusstsein der Verbraucher als auch der Wirtschaft über Jahre und Jahrzehnte eine herausragende Stellung einnehmen**“.

„Die Auszeichnung bestätigt, dass sich unser Anspruch an das **Zusammenspiel von Produktqualität, Funktionalität und innovativem Design auch in der besonderen Bindung unserer Kunden an die Marke ALNO und der**

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außerordentlich hohen Markenakzeptanz widerspiegelt." erklärte Andreas Sandmann, Vorstand und Chief Sales Officer (CSO).

Seit über 22 Jahren zeichnet die weltweit größte Brandmarketing Organisation in nunmehr über 88 Ländern die besten und stärksten Produkt- und Unternehmensmarken aus. Höhepunkt der zweijährigen Superbrand-Kampagne ist das „Tribute Event“ welches am 15. Mai 2017 in Berlin stattfand.



Andreas Sandmann, Vorstand der ALNO AG (re.) und Matthias Wehrle, Direktor Marketing freuen sich über den „Superbrands Germany Award

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2016/2017“, mit dem ALNO seit 2009 bereits zum vierten Mal für **hervorragende Markenführung ausgezeichnet wurde.**

[https://www.alno.de/de\\_de/news-events/news/detail/ac95edd7-d80c-11e6-98e4-002590812774](https://www.alno.de/de_de/news-events/news/detail/ac95edd7-d80c-11e6-98e4-002590812774)