

# Superbrands

## Media Coverage

Country	Date	Publication
Hungary	2010	Press Clippings

## Eston awarded as 'Superbrand' in 2010

[Wednesday June 9th, 2010](#)

*An independent professional jury of 18 has selected brands that deserve Business Superbrands award. In 2010 Eston International has been awarded internationally acknowledged Business Superbrands status that best reflects business (B2B) brands' reliability.*

*"Being awarded as 'Business Superbrand' means high acknowledgement and another proof for the fact that the high quality and the continuous effort to improve are not only reflected by regular positive client feedback and by the property professionals but also recognised by the committee examining 'superbrands'. I am proud of Business Superbrands award and truly believe that both professional vocation and the knowledge and collective success of Eston team have contributed to Eston's becoming an outstanding brand. -"*  
says **Adorján Salamon**, president & CEO of Eston International.

International Superbrands programme started in Great Britain for 15 years, the programme has been working in Hungary since 2004, the Business Superbrands programme for acknowledging business brands works for 3 years now. The award that can be gained by most reliable brands is a guarantee that choosing a Superbrand is a right choice.

Superbrands award's value is clearly understandable through the fact that the nominees are selected each year by an independent committee; neither application, nor tendering is possible.

<https://www.eston.hu/en/2010/06/09/eston-awarded-as-superbrand-in-2010/>

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## Cardinal - a three-time Business Superbrands Awardee

27/08/2010

**2010 is already the third year when the best B2B brands have been awarded as part of the Business Superbrands Program. And it is also the third year that the committee of independent experts has awarded Cardinal Kft., giving it Business Superbrands 2010 status.**

The Superbrands program introduced in Hungary six years ago was complemented in 2008 with **Business Superbrands**, a program that had already played an important role on the international market for years. The Business Superbrands program presents the best brands in the business sector (B2B), i.e. brands which provide their services mainly to various businesses and organisations and not to consumers.

Cardinal has had the privilege of being awarded by the Business Superbrands committee every time since the introduction of the program, which means that this is the third consecutive year that our company has received the Business Superbrands Award. Our Electra system won the Business Superbrands Award in 2008, while the year 2009 and 2010 awards were given to Cardinal Kft.

Similarly to previous years, the winners of the Business Superbrands Award were selected by an independent committee consisting of 18 highly acclaimed independent specialists, highly knowledgeable about the business community. The final list presented to the committee contained about 3,000 brands/companies selected from 500,000 active enterprises taking into account the recommendations of the largest domestic professional organisations, the Budapest Chamber of Commerce and Industry and numerous county chambers of industry made on the basis of ethical and quantitative aspects. The list included not only those domestic companies which achieved the largest profits but also smaller enterprises - recommended by the chambers of industry, associations, professional organisations of the respective sectors - which excel in performance within the business community.

Cardinal Számítástechnikai Kft., the awardee, was established in 1992. The two main business lines of the company are the development of and support for **Electronic Banking** solutions known by the names Electra, Spectra, PCBankár, PCKontakt and KID, and for **Craft document management systems**.

The Electra electronic banking system covers all electronic sales channels used by financial institutions from powerful client programs installed on customers' systems to Internet banking and to mobile banking, thus providing an integrated, uniform and transparent interface for the customers of these financial institutions to manage their financials.

The CRAFT document management framework system offers solutions for various aspects of document management from general document management systems to special banking systems, to custom systems. The CRAFT system is used, for example, for the electronic management of documents used by banks, insurance companies and other financial service providers and also for controlling the administration of those documents.

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# OKLEVÉL

A Szakértő Bizottság döntése alapján  
2010-ben a



márka elnyerte  
a Business Superbrands kitüntetését.

Kázmér Judit  
a Business Superbrands  
Szakértői Bizottság elnöke

Wiszkiénszky András  
a Superbrands Magyarország  
igazgatója

BUSINESS  
Superbrands  
2010

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[http://www.cardinal.hu/en/details.php?type=hirek&&id=hirek\\_1282916171](http://www.cardinal.hu/en/details.php?type=hirek&&id=hirek_1282916171)