



ZWIESEL
GLAS

PRESS RELEASE

Zwiesel Glas wins German Brand Award for the fifth consecutive year

June 2025. The German Brand Award annually honors companies that excel in successful brand management. Zwiesel Glas has once again impressed the renowned jury for the fifth consecutive year, receiving the award in the "Excellent Brands" discipline in the categories "Interior & Living" and "Product Brand of the Year".



Eva Wittenzellner, Content Manager (left), and Lisa Müller, Head of Consumer Marketing & Product Management, celebrate the recognition of Zwiesel Glas's successful brand management with the German Brand Award 2025. (Photo: GBA)



ZWIESEL GLAS

Zwiesel Glas has been consistently and successfully advancing the strategic expansion of its premium brand business, initiated with the brand relaunch in 2020. This effort has been so compelling that the company – after multiple awards in previous years – has once again been honored as a "Winner" in the "Excellent Brands" discipline in the categories "Interior & Living" and "Product Brand of the Year" with the German Brand Award this year. "The award is a confirmation of the path we embarked on with Zwiesel Glas in 2020 and have consistently pursued ever since," says owner Prof. Andreas Buske, who is also delighted by a true shower of awards for Zwiesel Glas in the first half of the year. In addition to the prestigious recognition for the company's successful brand work, the decanter *Symbiosis* was recently honored with the German Design Award, and Zwiesel Glas was named "World Market Leader for Premium Hospitality and Gastronomy" for the ninth consecutive year.

Lisa Müller, Head of Consumer Marketing & Product Management, and Eva Wittenzellner, Content Manager, personally accepted the certificate at the award ceremony on June 26 at the Berlin Uber Eats Music Hall.

The German Brand Award is presented by the independent and internationally operating institution "German Design Council". The jury, composed of independent, interdisciplinary experts from business, academia, consulting, services, and agencies, selected the best from approximately 1,500 submissions from 11 countries. Evaluation criteria included uniqueness and brand identity, brand distinctiveness, differentiation from competitors, and relevance to target audiences. Brand management was expected to consider aspects such as sustainability, degree of innovation, continuity, and future viability. Factors such as the design quality of the brand presentation, the consistency of the brand experience, and economic success also played a decisive role in the jury process.

About Zwiesel Glas

For more than 150 years, Zwiesel Glas has stood for passion and uncompromising quality in glass. At the main site in Zwiesel and the glass factory in Hungary, around 800 employees produce up to 60 million crystal glasses with a distinctive sound every year.

Zwiesel Glas joined forces with the US company Fortessa Tableware Solutions to not only provide the tables of this world with perfect glasses in the future, but also with matching cutlery and porcelain. The resulting Zwiesel Fortessa Group is a global leader in the tableware sector. Its portfolio ranges from premium glasses, cutlery and porcelain to concepts and solutions for customers in the consumer and professional sectors. Together, the group generated a turnover of 214,5 million euros with more than 1000 employees.

In 2025, Zwiesel Glass once again received the German Brand Award for excellent brand management. On this basis, it is consistently driving forward the expansion of the professional sector and the rollout of its two-brand strategy, as well as the consumer and high-quality brand business. In 2025, the glass manufacturer was named "World Market Leader Champion" in the "Crystal Glass for the Upscale Hotel and Restaurant Industry" segment for the ninth year in a row. With such a title comes great responsibility. Zwiesel Glas continuously tests its raw



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materials for origin and quality and relies on resource-saving production processes. The glass type Tritan® enables brilliant and durable products – and thus ensures particularly high sustainability.

For more information, please see www.zwiesel-glas.com/en

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