



ZWIESEL
GLAS

PRESS RELEASE

Fourth year in a row: Zwiesel Glas wins German Brand Award

June 2024. The German Brand Award is presented annually to companies that score with successful brand management. Zwiesel Glas was able to convince the renowned jury for the fourth year in a row and received the award in the "Excellent Brands - Interior & Living" category.



Michael Eichinger, Head of Marketing Zwiesel Glas, is delighted to receive the German Brand Award 2024 for the successful Zwiesel Glas brand management. (Photo: GBA)



ZWIESEL GLAS

Zwiesel Glas is consistently and successfully driving forward its strategic expansion of the high-quality brand business, which began with the brand relaunch in 2020, with the help of a two-brand strategy. And it is doing so so convincingly that the company - after receiving multiple awards in previous years - was once again honored with the German Brand Award this year as the "Winner" in the "Excellent Brands - Interior & Living" category. "The award is a confirmation of the path we took with Zwiesel Glas in 2020 and have been consistently pursuing ever since," says owner Prof. Andreas Buske, who is also pleased about a veritable shower of awards for Zwiesel Glas in the first half of the year. In addition to the prestigious award for the company's successful brand work, the 2024 novelties were also honored with design awards. The "Level" wine goblet series received the Red Dot Award, the "Symbiosis" decanter the Iconic Award and the innovative "Duo" hybrid glass series presented in 2023 was honored with the German Design Award.

Michael Eichinger, Head of Marketing, accepted the certificate in person at the award ceremony on June 13 at the Uber Eats Music Hall in Berlin.

The German Brand Award is presented by the independent and international institution "German Design Council". The jury, which is made up of independent, interdisciplinary experts from companies, science, consulting, services and agencies, selected the best entries from around 1,300 submissions from 19 countries. Criteria such as originality and brand typicity, brand character, differentiation from the competition and target group relevance were evaluated. Brand management should take into account aspects such as sustainability, degree of innovation, continuity and future viability. Factors such as the design quality of the brand image, the homogeneity of the brand experience and economic success also played a decisive role in the judging 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 an unmistakable sound every year.

Zwiesel Glas has joined forces with the US company Fortessa Tableware Solutions to equip the tables of this world not only with perfect glasses, but also with matching cutlery and porcelain. The resulting Zwiesel Fortessa Group is a global leader in the tableware sector. Its portfolio ranges from top-quality glassware, cutlery and porcelain to concepts and solutions for customers in the consumer and professional sectors. Together, the group generated a turnover of 208 million euros with almost 1000 employees.

Zwiesel Glas once again received the German Brand Award for excellent brand management in 2024 and, in addition to expanding the professional segment, is consistently driving forward the rollout of its two-brand strategy as well as the consumer and premium brand business on this basis. In 2024, the glass manufacturer was named



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"World Market Leader Champion" in the "Crystal glass for upscale hotels and restaurants" segment for the seventh time in a row. With such a title comes great responsibility. Zwiesel Glas continuously checks the origin and quality of its raw materials and relies on resource-saving production processes. The Tritan® glass set enables brilliant and durable products - and thus ensures a particularly high level of sustainability.

Further information can be found at www.zwiesel-glas.com

Press contact Zwiesel Glas :

Kirstin Deschler

Dr.-Schott-Str. 35

94227 Zwiesel

Phone: +49 (9922)98-484

Mobile: +49 160 99510878

E-Mail: Kirstin.Deschler@zwiesel-kristallglas.com