



ZWIESEL
GLAS

PRESS RELEASE

Zwiesel Glas again honoured with German Brand Award

June 2023. The German Brand Award is presented annually to companies that score points with successful brand management. Zwiesel Glas was able to convince the renowned jury for the third year in a row and received the award in the category "Excellent Brands – Interior & Living".



Content Manager Verena Danzer (left) and Teamlead Brand and Product Manager Lisa Müller are delighted that the successful Zwiesel Glas brand management has been awarded the German Brand Award 2023. (Fotocredit: GRAND VISIONS)

Zwiesel Glas is consistently and successfully pushing ahead with the strategic expansion of its 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 convincingly that the company – after receiving several awards in the past years – was honoured this year with the German Brand Award as "Winner" in the category "Excellent



ZWIESEL GLAS

Brands – Interior & Living". "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. Dr. Andreas Buske. Brand and product manager Lisa Müller and Content managerin Verena Danzer accepted the certificate in person at the award ceremony on June 15th in Berlin's Verti Music Hall.

The German Brand Award is presented by the independent and international institution "Rat für Formgebung" (German Design Council). The jury, which is made up of independent, interdisciplinary experts from companies, science, consulting, services and agencies, selected the best from around 1.200 entries from 19 countries. Criteria such as independence and brand typology, brand distinctiveness, 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 presence, the homogeneity of the brand experience and the 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 location in Zwiesel and in the glass factory in Hungary, around 700 employees produce crystal glasses with an unmistakable sound.

In order to equip the tables of this world in the future not only with the perfect glasses, but also with matching cutlery and porcelain, Zwiesel Glas joined forces with Fortessa in October 2022. The common goal: to become the "global market leader for the table setting". Together, the group achieved a turnover of more than 200 million euros with over 900 employees.

In 2022, Zwiesel Glas once again received the German Brand Award for excellent brand management and, on this basis, is continuing to drive forward the rollout of its two-brand strategy as well as the consumer and premium brand business in addition to the expansion of the professional segment. In 2023, the glass manufacturer was named "Global Market Leader Champion" in the "Crystal Glass for Upscale Hotels and Restaurants" segment for the sixth time in a row. With such a title, comes great responsibility. Zwiesel Glas continuously checks its raw materials for origin and quality and focuses on resource-saving production processes. The Tritan® glass set enables brilliant and long-lasting products – and thus ensures particularly high sustainability.

For further information visit www.zwiesel-glas.com

Presscontact Zwiesel Glas:

Kirstin Deschler

Dr.-Schott-Str. 35

94227 Zwiesel

Fon.: +49 (9922)98-484

Mobil: +49 160 99510878

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