



ZWIESEL
GLAS

PRESS RELEASE

ZWIESEL GLAS: Customer favourite with outstanding design



ZWIESEL GLAS has been voted one of the most popular brands in Germany. Lisa Müller (centre), Teamlead Brand & Product Management, accepted the award at the Bertelsmann's representative office in Berlin. (Photo: Thomas Ecke / DISQ / ntv)
The "Ink" stemware series received the renowned design prize "Iconic Award: Innovative Interior". (Photo: Zwiesel Glas)

April 2023. Zwiesel Kristallglas AG can be pleased about two new awards: ZWIESEL GLAS was recently voted one of the most popular brands in Germany and awarded for its outstanding design quality.

"Germany's Most Popular Suppliers - Life & Living Award"

50,300 consumers voted and chose ZWIESEL GLAS as one of the most popular brands in Germany. This is confirmed by the Life & Living Award 2023, which focuses on products and services in the domestic environment. In the representative consumer survey, overall satisfaction with the brand/company was surveyed and aspects such as trust, price-performance ratio, range of products, customer service, image and quality of the product or service were examined. On the other



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hand, the overall result included the intention to re-select and the willingness to recommend. The German Institute for Service Quality and the news channel ntv conducted the study and selected ZWIESEL GLAS in the category "Crystal Glassware".

"We are particularly pleased with the award because our customers have expressed their satisfaction and trust in us. The award also confirms the importance of outstanding service in the areas of brand experience and customer loyalty and how well ZWIESEL GLAS has mastered this. The award is an appreciation of the daily work of all employees! Such a result can only be achieved as a well-rehearsed team that works across departments. We are proud of this team achievement and look forward to working together to ensure that our customers continue to love us," says company owner Prof. Dr. Andreas Buske.

"ICONIC AWARDS: Innovative Interior"

ZWIESEL GLAS was named "Winner" in the category "Product Design - Kitchen and Household" at the "Iconic Awards: Innovative Interior 2023" for the design of its Ink series as "Winner" in the category Product Design - Kitchen and Household. The prize is awarded annually by the German Design Council and sees itself as a "trend barometer for the interior design industry". The focus is on quality, user comfort and forward-looking ideas, as well as the selection of materials, the demand for sustainability and intelligent solutions. This year, the internationally renowned award went to ZWIESEL GLAS for the second time in a row - in 2022, the "Glamorous" glass series was awarded.

"This illustrates our constant, outstanding design competence and shows how much ZWIESEL GLAS understands how to set new standards in the area of design as well," says Buske.

The mouth-blown "Ink" stemware collection stands out not only visually but also sensory. Fresh colour accents meet the perfect form here: By means of an elaborate process based on traditional handicraft techniques, individual watercolour-like colour gradients are created in the base plate.

The dynamic effect created in this way is supported by the fresh colour palette and the interplay of the different colours of the stem and base plate. The innovative lower parts contrast with the functional upper parts, which offer every beverage the optimum enjoyment framework to unfold. The refined design convinced the independent and expert jury, consisting of international experts from the design and furnishing industry.



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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. 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

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