

Press release

February 2019

Special award for dedicated retail brands

Plus X Award: Metz Classic is recipient of the Special Retailers' Award of the Year 2019

2019 is beginning well for the premium manufacturer: this year, the Plus X Award "Special Retailers' Award of the Year" in the TV category was presented to the Metz Classic brand. The winner is selected by means of a Germany-wide survey of retailers, and rewards brands that notably maintain responsible and collaborative trading relationships.

"The positive feedback that our trading partners are giving us with the 'Special Retailer's Award of the Year 2019' is very important to us," says Dr Norbert Kotzbauer, CEO of Metz Consumer Electronics, in response to the award. "Every day, we work very hard at supporting our retailers in the marketing of our products as much as possible. The fact that the retailers have now voted for us, bears witness to the trust our partners have in our company and our brand."

Since the very beginning, the Metz Classic brand has distinguished itself with its clear retailer-oriented sales system. The long-established manufacturer supports its retailers with the marketing of high-quality TV products and solutions with comprehensive point-of-sale materials for product presentation, with advert and layout templates, newsletters, training, tutorial videos and regular campaigns.

"Personal contact and a close working relationship to trade has always been important to us at Metz," Kotzbauer emphasises. Therefore, a special thanks is due of course to the retailers who work everyday for the brand at the point of sale, and who make a decisive contribution towards keeping Metz on its successful course.

At the end of 2018, Metz announced the launch of the new, supplementary brand METZ blue, which – in addition to Metz Classic – is now available in German-speaking countries through cooperating retailers. Two Metz brands are thus available to retailers in order to successfully challenge the premium and middle market segments. METZ blue is currently being distributed in Europe, India and Hong Kong – further regions will follow as part of a comprehensive internationalisation strategy.



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About the Plus X Award

Alongside its seven established seals of approval for Innovation, High Quality, Design, Ease of Use, Functionality, Ergonomics and Ecology, the Plus X Award – the biggest worldwide innovation award for technology, sport and lifestyle – also presents special awards at regular intervals in order to draw attention to special achievements by brands and companies.

With its “Special Retailers’ Award of the Year”, the Plus X Award acknowledges brands that make an outstanding contribution, namely in terms of a collaborative working relationship with trade. The “Special Retailer’s Award of the Year” is not based upon the judgment of a jury of experts as is otherwise standard, but rather on a Germany-wide survey, for which the Plus X Award and its partner media ask retailers to vote for their favourite brands.



Metz earned the “Special Retailers’ Award of the Year 2019” in the TV category.



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