



# METZ

Press release

## Plus X Award

# Metz awarded the title "German Brand Icon"

**Zirndorf, 1 September 2023**

Metz is celebrating its 85th anniversary this year. Now the Plus X Award jury has named the traditional German company a "German Brand Icon". It is the first time that this special distinction for continuous excellence in product quality and brand management has been awarded.

This year, Metz is celebrating its 85th anniversary and is thus one of the longest-standing German consumer electronics companies. At the company site in Zirndorf, near Nuremberg, Germany, around 150 employees develop and manufacture TVs that have received numerous awards for their high quality Made in Germany. With the above-average durability and reparability of its products and the longstanding further development of the device software by the in-house development team, the company continually works to provide customers a unique TV experience through every single one of its premium-brand Metz Classic televisions.

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### Quality, innovation & trust

Now the Plus X Award has named the German TV manufacturer a "German Brand Icon". The Plus X Award jury explains: "The 'German Brand Icon' award acknowledges excellent brand management that has established an exceptional connection to its customers over the years. Through to its continuous efforts towards quality, innovation and trust, Metz has established itself as a true brand icon. This recognition not only reflects Metz's commitment to excellence, but also the deep connection it has built to its customers." It is the first time that this special distinction has been awarded to a company.

"We are very honoured to receive this high distinction as proof of our efforts and the special continuity of our brand values, with which we have been able to win the appreciation of our customers and partners in Germany over the decades," explains Metz CEO Dr Norbert Kotzbauer.



### Multi-award-winning

In July, as part of the "Germany's Best" report, the Deutschland Test institute awarded the Franconian company "Germany's Best - 1st place Television & Home Cinema - Provider Reputation". Metz was also named the "Specialist Retailers' Brand of the Year 2023" for the fifth time in a row.