



PLUS X AWARD®

Lukas Podolski and Noel Lee receive Plus X Award Certificate

Donat Brandt, President of the Plus X Award, hands over award at IFA 2015 in Berlin

After the 3:2 of the German National Soccer Team and the nearly secured qualification for the European Championships in France, Lukas Podolski took the time to visit IFA in Berlin yesterday. He was the VIP of the day at the Monster booth at IFA.

Donat Brandt, President of the Plus X Award, used the occasion to hand over a Plus X Award certificate for the adidas Originals x Monster Headphones to Noel Lee, CEO of Monster and guest of honour Lukas Podolski. The Plus X Award is the worlds largest innovation award for technology, sports an lifestyle products.

The Over-Ear headphones, which are also available in a red and white Cologne-style version, Lukas Podolskis hometown, received the highly sought-after seals for high quality, design and functionality. The headphones offer the proven and bass-heavy Pure Monster Sound® and can be connected with further adidas Originals headphones via the MusicShare™ function.

“Headmonster” Noel Lee, founder and CEO of Monster, received the Lifetime Achievement Award in 2012. Today, Monster is one of the world’s leading manufacturers of high performance headphones, connectivity solutions and audio accessories.

Press Release

09.09.15

MEDIA SOCIETY NETWORKS
Agentur für Marketing und
Kommunikation GmbH
Montanusstraße 62
41515 Grevenbroich – Germany

Press Contact:

Sebastian Starck
Director Marketing & PR
Phone: +49 2181 285 95-0
Fax: +49 2181 285 95-199
Email: s.starck@plusxaward.de
Web: www.plusxaward.de

The world's largest contest for
innovative technologies, sport
and lifestyle products



PLUS X AWARD®

About the Plus X Award:

With an international and independent panel of judges from 27 industries, 23 strategic partners and more than 600 participating international brands, the Plus X Award is the world's largest innovation award for technology, sports and lifestyle. Plus X Award Seals of Approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honored by the Plus X Award. The innovation award was initiated to strengthen brands, trade and commerce and support consumers in their purchasing decisions. In 2015, Plus X Award is celebrating its twelfth anniversary.

Press Release

09.09.15

MEDIA SOCIETY NETWORKS
Agentur für Marketing und
Kommunikation GmbH
Montanusstraße 62
41515 Grevenbroich – Germany

Press Contact:

Sebastian Starck
Director Marketing & PR
Phone: +49 2181 285 95-0
Fax: +49 2181 285 95-199
Email: s.starck@plusxaward.de
Web: www.plusxaward.de

The world's largest contest for
innovative technologies, sport
and lifestyle products

Page 2 of 2

IKZ
PRAXIS

digitalMarkt

homeTec

E&W

Familienheim
und Garten

Hermes

i-fidelity.net

IKZ
ENERGY

IKZ
FACHPLANER

IKZ
HAUSTECHNIK

IKZ
PRAXIS

Imaging foto
contact

infoboard.de

inwohnen

KÜCHENPLANER

marktunddesign

PoS-MAIL

smart
homes

spoke
magazine

td
trend
design
award

TUV
SÜD
Product Service