



PLUS X AWARD®

Plus X Award Night: An evening of superlatives for the most innovative brands of the year

Most Innovative Brands of the Year 2016 awarded in Bonn

The highly-awaited award ceremony of the Plus X Award took place yesterday night in the building of the First German Bundestag in Bonn. More than 350 invited guests enjoyed the grand honoring of the 25 Most Innovative Brands, the most successful brands of the preceding participation phases of the year.

After the passionate opening speech of Jürgen Imandt, consumer electronics expert, Donat Brandt, Founder and President of the Plus X Award and host of the evening, could welcome the numerous top decision makers from different areas of industry, retail and media. For the third time, the award ceremony of the world's largest innovation award for technology, sports and lifestyle was held in the historical and impressively illuminated plenary hall of the First German Bundestag.

At the end of the evening, 26 brands had received the golden, nearly seven kilo heavy trophy from the laudatory jury members and ambassadors of the Plus X Award. The imposingly designed stage in the plenary hall, which is protected as a historic building, offered the perfect frame for a stylish premium evening.

Besides the Most Innovative Brands, well-selected special awards were handed over to some brands and characters. Dénes Honus from Green City Solutions received the Young Innovator Award from Peter Bornschein, Leading Consultant at IIC Solutions Consulting. In addition, Brand was awarded as "Design Team of the Year". This award was handed over by Frank Kreif, the President of the Plus X Award Panel of Judges.

The most emotional part of the evening was the posthumous honoring of Dieter Burmester, high-end audio pioneer, who died last year. His widow Marianne Burmester received the trophy for the lifetime achievement from the President of the Plus X Award, Donat Brandt.

Presse release

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For the first time, some service and retail companies also received awards during the Plus X Award ceremony. Besides the certification as “Germany’s best retailer”, “Aldi Talk” could also carry home one of the highly-sought after awards as “Mobile Communications Provider of the Year”.

Several show elements rounded off the evening. “The Westbunch Live” presented several performances which had been specifically created for this evening.

The first participation phase for the Plus X Award year 2016/2017 will start 15th July. All manufacturers and brands are invited to hand in their products and product series for the world’s largest innovation award for technology, sports and lifestyle.

The most innovative brands of the year 2016

Alno (Furniture)
Amplitrain (Sports and Fitness Machines)
ARAG (Insurance)
Beko (Built-In Appliances)
Beurer (Health and Personal Care)
Blomus (Pet Supplies)
Buderus (Heating)
Carrera (Small Home Appliances)
Electrolux (Large Electrical Appliances)
Fakir (Floorcare)
Fitbit (Sports and Fitness Equipment)
Gigaset (Telecommunication)
IsoTek (Home Entertainment)
Jung (Electrical and Media Technology)
Kärcher (Garden)
Kampa (Homes)
Lässig (Family and Kids)
LG Chem (Energy and Lighting)
Lunos (Air Conditioning and Ventilation)
Medion (Computer and Gaming)
Schöner Wohnen (Construction Material)

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POS-MAIL

smart
homes

spoke
magazine

td
Brand
Expert

TUV
SUD

Product Service



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Sigma (Video and Photo Technology)
Teba (Accessoires)
Volkswagen (Automotive)
Wagner (Tools)
X-Bionic (Sportswear)

Design team of the year

Braun has been awarded with the special honoring as “Design Team of the Year”. Duy Phong Vu, Head of Design at Braun, received the trophy from Frank Kreif, President of the Plus X Award Panel of Judges.

Young Innovator Award

For the third time, the special award „Young Innovator Award“ has been handed out. Peter Bornschein, Leading Consultant at IIC Solutions Consulting, handed over this award to Dénes Honus from Green City Solutions. With the CityTree, Green City Solutions has developed a multifunctional green zone with internet-of-things functionality to keep the air clean.

Lifetime Achievement Award

The winner of this year’s Lifetime Achievement Award is Dieter Burmester. As Dieter Burmester passed away last year August, this award was granted posthumously for the first time. With his brand, Burmester created audio systems on the highest technical level and is one of the pioneers of the audio industry. One of his milestones was the development of the world’s first high-end audio system for a car together with Bugatti. So far, only five people have received the Lifetime Achievement award: Sir James Dyson, Prof. Amar G. Bose († 2013), Noel Lee, Peter Skak Olufsen (†2013) and Prof. Dr. Hartmut Esslinger. The award was handed over by Donat Brandt, President of the Plus X Award.

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Product Service



PLUS X AWARD®

Germany's best retailers 2016/2017

Media@Home
i&M Bauzentrum
Spiele Max
Thalia
Poco
Hunkemöller
Telekom
Electronic Partner

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.

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Product Service