



PLUS X AWARD®

PLUS X AWARD announces the most innovative brands of 2023

PLUS X AWARD has announced the most innovative manufacturers of the year whose products have received the most seals of approval in their product group. The winners will be honoured with the coveted award „Most Innovative Brand of the year 2023“.

The award is a recognition of the outstanding performance and innovation of the award winners, who significantly influence the market with their products and improve the lives of consumers. Only a few brands receive this exclusive special award each year, which can be used for the entire brand and any product. In addition to the „Most Innovative Brand of the year 2023“ award, the winners receive a golden trophy weighing around seven kilograms as a sign of their outstanding performance.

„The Most Innovative Brand of the year 2023 award is an important milestone for the winners and confirms their reputation as leading innovators in the industry. We look forward to following their future developments and recognising their achievements.“ - Donat Brandt, President of PLUS X AWARD

These are the Most Innovative Brands of 2023 in their product groups::

APANI - Sportswear
babybay - Family & Child
DoorBird - Electrical & Media Technology
fröling - Sanitary & Air Conditioning
Mammotion - garden technology
MATRIX - Sports equipment
Remington - Health & Personal Care
Russel Hobbs - Small & large electrical appliances
Schwabenhaus - Houses
Tojo - Furnishing
VESTEL - Consumer Electronics
VESTEL - IT / IOT

Press release

06.07.2023

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



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About the Plus X Award:

With an international and independent jury of experts from over 80 industries, more than 700 participating international brands, the Plus X Award is now the world's largest innovation prize for technology, sport and lifestyle. Products that have at least one „Plus X“ factor are awarded a Plus X Award seal of quality. Newly developed and innovative technologies, extraordinary designs as well as intelligent and simple operating concepts are eligible for the award. Criteria such as good ergonomic and ecological product features, a comprehensive range of functions as well as the use of high-quality materials and their processing also lead to a sustainable product with a long service life and are therefore also worthy of an award. The Innovation Award was initiated as a project to protect and strengthen the brand and the trade as well as to improve the orientation of the end consumer and is already in its twentieth year of existence in 2023.

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