

# PLUS X AWARD announces the Most Innovative Brands of 2020



PLUS X AWARD®

13 brands are awarded the Most Innovative Brand Award 2020.

**Press release**  
09.06.2020

PLUS X AWARD is announcing the winners of the most important award for 2020. Now that the Late Jury of 2019/2020 has assessed all registered products, product series and services, the most innovative brands of 2020 are ready to be announced. This extremely important and most sought-after PLUS X AWARD recognition is being awarded for the seventeenth time this year. It honours all those participants whose products have received the most seals of approval in their product group throughout the year.

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Jurors, organisers, partners and brand ambassadors of the world's largest innovation award for technology, sports and lifestyle congratulate these brands on their outstanding achievements.

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

„PLUS X AWARD points consumers into the direction of the most innovative brand of the year highlighting those brands who keep reinventing themselves and who successfully face the challenges of the zeitgeist. As a result, ever-innovating product solutions offer consumers strong added-value, enjoyable products for particularly sustainable applications and uses. In these times, it is of utmost importance to reflect on principles such as quality and sustainability. And it is such brands that have understood that we have to be open for self-reflexion and expansion. We are currently experiencing a high degree of uncertainty, not only in an economic and business context. Day by day, however, industry and retail are confronted with enormously reluctant consumers. In its seventeen-year history, it has always been important for PLUS X AWARD to be a supportive authority for industry and trade in sending strong impulses to their markets. And therefore it is essential, particularly in these times of crises, to honour those manufacturers who are always courageous and determined to break new ground and present new, sustainable solutions. In doing so, they set inspiring examples and send clear messages of the strength and the innovative power of their industries,” says Donat Brand, founder and president of PLUS X AWARD.

This year, the traditional Day of the Brand with its TV talk shows and awards ceremony in the prestigious building of former German Parliament in Bonn can regrettably not be held due to the Covid-19 pandemic. Protecting the health of PLUS X AWARD's partners is a top priority.

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**PLUS X AWARD®**

Yet despite these exceptional circumstances, PLUS X AWARD will shortly start its Early Jury on 15 July 2020 with its first registration period for 2020/2021. This will again give companies and brands the opportunity to present their innovative products, product series and services to PLUS X AWARD's jurors. After their successful participation, the seals of approval will allow companies and brands to draw consumer attention efficiently and swiftly to their products' exceptional added value.

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### The most innovative Brand of the Year 2020:

ARAG, Service Provider

BURG-WÄCHTER, Electrical & Media Technology

ELTEN, Garden & Power Tools

GRAEF, Small Home and Large Home Appliances

HARTAN, Family & Kids

MEDION, IT/ IOT/ Telecommunication/ Photo

MEDISANA, Health & Personal Care

SCHWABENHAUS, Homes

SOMMERAUER, Sanitary & Air Conditioning

STARWOOD, Construction Material

VESTEL, Home Entertainment

VOLKSWAGEN, Automotive

X-BIONIC, Sport & Lifestyle

The list of the awarded brands does not claim to be complete.



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PLUS X AWARD®

About the PLUS X AWARD:

Its international and independent panel of jurors and more than 750 participating brands from nearly 80 industries make PLUS X AWARD the world's largest innovation award for technology, sports and lifestyle. Products with at least one PLUS X factor will be awarded a PLUS X AWARD seal of approval. New and innovative technologies, exceptional designs and intelligent and user-friendly control concepts merit recognition. As do criteria like ergonomic and ecological product qualities, comprehensive functionality as well as quality materials and workmanship which lead to sustainable products and extended product lifecycles. 2020 sees the seventeenth year of this innovation award which was created to protect and strengthen retail and brands and to support consumers in their buying decision.

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