



**METZ**

Press release

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Awarded once again

## **Plus X Award: Metz Classic is awarded “Specialist Retailers’ Brand 2021”**

**This year, the *Plus X Award’s* “Specialist Retailers’ Brand of the Year” award once again went to the Metz Classic brand. This yet again proves the traditional TV manufacturer’s consistent loyalty to specialist retailers.**

As in 2019 and 2020, **Metz Classic**, a brand created by **Metz**, a manufacturer of TVs with a Made in Germany quality seal, was awarded the “Specialist Retailer’s Brand of the Year” seal as part of the renowned **Plus X Award** for innovation. The award is based upon a Germany-wide survey. Together with its partner media, the **Plus X Award** calls for specialist retailers in the CE sector to vote for their favourite manufacturers and brands. Metz was once again able to beat the competition and was recognised for its clearly structured, retailer-oriented sales strategy.

The significance of qualified specialist retailers is currently more important than ever: “Service quality and comprehensive advice have always played a major role in our industry,” explains **Ullrich Sinner, DACH Sales Manager at Metz**. “Once shops had reopened during the COVID-19 pandemic, specialist retailers were able to focus upon their other strengths: the physical shopping experience and appealing to customer’s emotions. Through training, campaigns, digital offers and comprehensive POS materials for product presentation, Metz supports its retailers throughout and beyond the entire sales process.

Alongside its seven established product-related seals of approval for Innovation, High Quality, Design, Ease of Use, Functionality, Ergonomics and Ecology, the **Plus X Award** – the biggest worldwide innovation prize for technology, sport and lifestyle – also presents special awards at regular intervals in order to draw attention to particular achievements by brands and companies.

Metz has been developing and manufacturing products **in Germany for over 80 years**, making it one of the longest established consumer electronics companies in the country. The company relies on exclusive and close cooperation with CE specialist retailers to guarantee the quality of consulting and services.

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