



METZ

Press release, January 2023

85 years of Metz

Highest customer confidence - Made in Germany

Zirndorf, 27 January 2023

Metz is celebrating its 85th anniversary this year. The fact that the German traditional company has continued to be successful in the rapidly developing television market is certainly thanks to numerous factors: a clear belief in the complete development and manufacture of its Metz Classic TVs in Germany, and the aspiration to deliver each and every product sustainably and in the highest quality, are definitely among these factors.



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Highest customer confidence

At the company site in Zirndorf, near Nuremberg, Germany, around 150 employees develop and manufacture TVs that have received numerous awards for their high quality Made in Germany. With the above-average durability and reparability of its products and the longstanding further development of the device software by the in-house development team, the company continually works to provide customers a unique TV experience through every single one of its premium-brand Metz Classic televisions. *Deutschlandtest* and *Focus Money* have now presented Metz with the top branch award for "Highest Customer Confidence" in the television and home cinema category.



"The award proves that, even after 85 years, we continue to take our guarantee of quality very seriously. We are convinced that: in the highly developed, consolidating TV market, the trend to high-quality, made-to-last and, thus, sustainable products is increasingly winning the day. We are working hard to deliver the best, most sustainable all-in-one TV solutions on the market in the form of our Metz Classic TVs. That our customers also acknowledge this fact reinforces our determination to continue forging this path in future," explains Metz CEO Dr Norbert Kotzbauer.

Specialist Retailers' Brand of the Year

This opinion is also shared by qualified specialist retailers: in spring 2023, the PLUS X AWARD gave German retailers the chance to vote for their favourite brands. The aim was to find brands that retailers consider particularly cooperative and reliable. In a survey by the *Deutsche Institut für Produkt- und Marktbewertung* (German Institute for Product and Market Evaluation), Metz Classic was the brand chosen in the "TV" product group. Metz was thus awarded the PLUS X AWARD "Specialist Retailers' Brand of the Year" for the fifth time in a row after 2019, 2020, 2021 and 2022!





"This award provided important affirmation of our genuine commitment to specialist retailers. After all, the high consultation- and service-quality offered by specialist retailers is one of the central pillars that ensures customers are satisfied from day one. The fact that we have been able to assert ourselves against our competitors for the fifth time in a row with the PLUS X AWARD "Specialist Retailers' Brand of the Year 2023" is an exceptional success for us."



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