



METZ

Metz Classic

Best Brand of the Year

Zirndorf, 23. Oktober 2025

Metz has once again achieved what only a few companies manage to do: receive the highly coveted 'Best Brand of the Year' seal of approval. Other prestigious awards this year include "Specialist Retail Brand of the Year", "Highest Customer Satisfaction" and, for the first time, "Quality Brand 2025", all of which confirm the success of the German premium TV manufacturer.

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Only high-quality products that are state-of-the-art in their design have a chance of receiving the [PLUS X AWARD](#) seals of approval. This is exactly what sets Metz Classic TV sets apart. The fact that this long-established German company has remained successful for over 85 years in the rapidly evolving television market is due, among other things, to its unwavering commitment to 'Made in Germany' and its dedication to delivering the highest quality and sustainability in all its self-developed products.



The PLUS X AWARD is one of the major innovation awards in the field of technology, sports, and lifestyle. In addition to its seven seals of approval – innovation, high quality, design, ease of use, functionality, ergonomics and ecology – the PLUS X AWARD regularly presents special awards. With the **"Best Brand of the Year"** award, the PLUS X AWARD honors deserving brands that have won the most awards in a given category within a year.

"Even after 85 years, we still take our quality promise very seriously, and we are convinced that the demand for high-quality, durable, and sustainable products will continue to increase in today's fast-paced TV market," says Metz Managing Director Dr. Norbert Kotzbauer.

Metz has also been able to call itself the winner of another special award, the **"Specialist Retail Brand of the Year"** in the TV product group, for seven years in a row now, and is rightly proud of this achievement. The award is based on a Germany-wide survey of specialist retailers and recognizes precisely those brands that have distinguished themselves in their partnership with the retail trade.





Quality brand guarantees maximum customer satisfaction

But that's not all. This year, the Metz Classic brand was once again awarded the **"Highest Customer Satisfaction"** title by the [German Institute for Product and Market Evaluation](#) – an accolade that very few companies can claim – and was named **"Quality Brand 2025"** for the first time. These certifications are awarded throughout the DACH region and are based on an AI-supported analysis of public opinion.



As part of an in-depth market research study, millions of digital opinions expressed by end consumers on social media, review platforms, blogs, and forums were collected and evaluated between May 2024 and April 2025. In particular, characteristics such as product and service quality, reliability, customer focus, technical expertise, and service quality were evaluated. The Metz Classic brand was strongly linked with these attributes.

Encouraged by these awards on its path to success, the premium TV manufacturer is off to a flying start in the year-end business.

About Metz

Founded in 1938, Metz is one of Germany's most traditional consumer electronics companies. It has been in business for over 85 years, always focusing on the highest quality in every detail.

The *Metz Classic* brand stands for premium televisions of the highest quality, "Made in Germany", with brilliant pictures, impressive sound and sophisticated technology for maximum viewing pleasure – durable and sustainable.

The *METZ blue* brand offers modern smart TVs – perfect for anyone who wants to experience streaming, apps and personalised television with Google TV or Roku TV. Together with specialist retailers, Metz provides first-class, all-round carefree solutions.

The Metz press department looks forward to receiving your specimen copy at Presse@metz-ce.de. Further information is available at www.metz-ce.de.



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