Press Release

The first TV roll off the production line at the new location

Metz launches TV production in Nuremberg

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Nuremberg, September 10, 2026 – *TV production at Metz in Nuremberg has officially begun: With the opening of the new production line on September 10, Metz Consumer Electronics has reached a significant milestone in relocating its headquarters from Zirndorf to Nuremberg. The first televisions will now be manufactured at Sigmundstraße 189.*

For the opening, Metz welcomed not only representatives from Bavarian Broadcasting (Bayerischer Rundfunk) but also Dr. Andrea Heilmaier, Head of Economic and Scientific Affairs for the City of Nuremberg, as well as Hongjun Zhang (President of Shenzhen Chuangwei-RGB Electronics Co Ltd) from Metz's parent company SKYWORTH and representatives from the project planning firm Fischer Planen und Bauen. Together with the Metz management team, the guests gained insights into the new production facility and witnessed the start of production firsthand. The first television to officially roll off the assembly line in Nuremberg is the new, limited-edition special model "Metz Cubus compact R." A very special 32-inch TV whose technical features are unparalleled.

"Made in Germany" Gets a New Address
With the commissioning of the production line, Nuremberg becomes the new production site for the premium TV brand Metz Classic. The relocation was used to optimize the existing production structures: TV production at the Nuremberg site is now concentrated in a newly organized, 96-meter-long production line and complemented by a manufacturing area for particularly large-format TVs.

Dr. Norbert Kotzbauer (CEO Metz Consumer Electronics): *"The first Metz televisions rolling off the production line in Nuremberg today mark a very special moment for us. We are starting at a new location while simultaneously continuing what has distinguished Metz for decades: high-quality televisions, developed and manufactured in Germany. 'Made in Germany' remains an essential part of our identity."*

First Major Step in the Relocation
The start of production marks the first major milestone in the move from Zirndorf to Nuremberg. After almost seven decades at its current location, Metz Consumer Electronics is gradually relocating its headquarters to Sigmundstraße. Development, quality assurance, administration, and after-sales service will follow by the end of the year.

For Metz's new home, an existing building is undergoing extensive renovation and is being transformed into a modern, multifunctional facility. The existing structure has been specifically adapted to meet Metz's requirements. The building has also been modernized in terms of energy efficiency, including a new heating system, photovoltaic panels, and improvements to the building envelope.
In the future, all company divisions will be brought together under one roof – resulting in shorter distances and optimized processes.

While TV production has already started in Nuremberg, the other business units will follow successively in the coming months. The relocation is scheduled to be fully completed by the end of 2026. The entire workforce will be moving to Nuremberg. The outsourcing of finished goods logistics will also not result in any job losses – all employees will be retained.

From the perspective of the parent company, SKYWORTH, which values Metz's brand DNA, the start of production marks an important step for the further development of the company and its products.

Nuremberg welcomes Metz
The city of Nuremberg, pleased with the revitalization of an existing property and the strengthening of the industrial location, was also represented at the official inauguration of the new production line. Dr. Andrea Heilmaier, Head of Economic and Scientific Affairs for the City of Nuremberg, attended the production launch on site and welcomed Metz to its new location.

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METZ

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Dr. Andrea Heilmaier, Head of Economic and Scientific Affairs for the City of Nuremberg:
"We are delighted to welcome Metz to Nuremberg. With this new location, our city gains a company steeped in tradition that combines development expertise, industrial manufacturing, and skilled jobs in the region. The fact that the first televisions are now rolling off the production line here in Nuremberg sends a strong signal for our economic and technological hub and demonstrates that industrial value creation 'Made in Germany' has a future here."

With the start of production, a new chapter begins for Metz: Metz Classic televisions "Made in Germany" will now be produced in Nuremberg.

About Metz
Founded in 1938, Metz, with over 85 years of history, is one of Germany's most established consumer electronics companies, always focused on the highest quality down to the last detail.

The *Metz Classic* brand stands for first-class premium televisions "Made in Germany" with brilliant picture quality, impressive sound, and sophisticated technology for the ultimate television experience – durable and sustainable. The *METZ blue* brand offers modern Smart TVs – perfect for anyone who wants to experience streaming, apps, and television tailored to their taste with Google TV or Roku TV. Together with its specialist retailers, Metz provides first-class, all-inclusive solutions.

The press department looks forward to receiving your copy:
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Further information at www.metz-ce.de

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