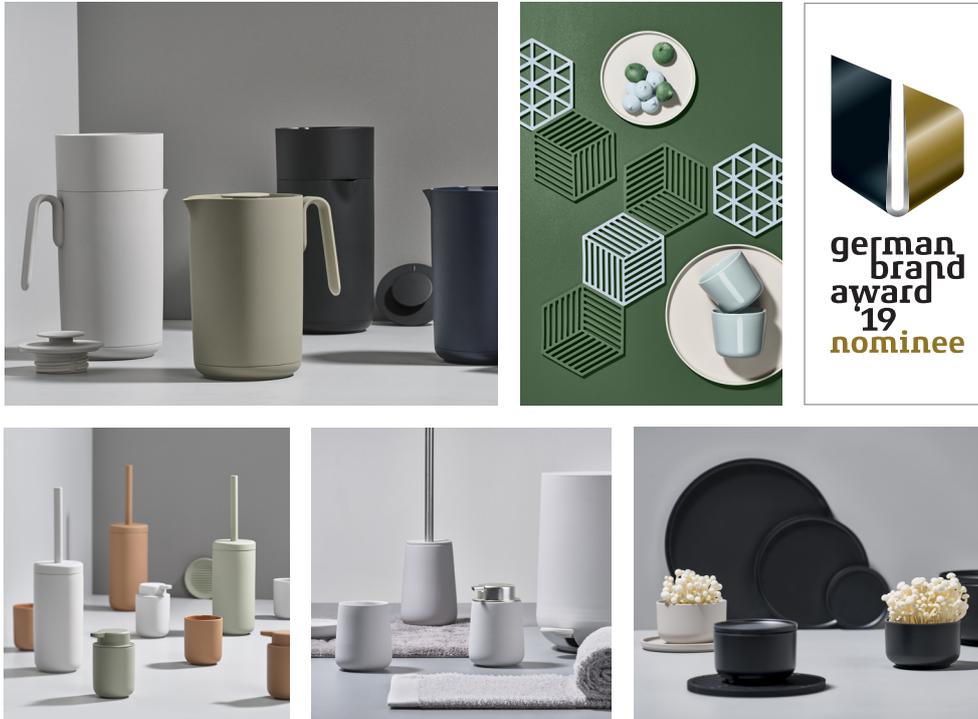


PRESS RELEASE

ZONE DENMARK NOMINATED FOR PRESTIGIOUS PRIZE FOR EXCELLENT BRAND MANAGEMENT



Having received an overwhelming number of design awards in recent years, the Danish design brand Zone Denmark has now been nominated for the most prestigious prize of all so far, the German Brand Award. It is not a product prize, but an award in recognition of the brand itself.

Zone Denmark has just been nominated for the prestigious German Brand Award for 'excellence in brand management'.

Unlike the prizes won by the brand so far, the focus of the German Brand Award is not on product design. In fact, it is the Zone Denmark brand which has caught the jury's attention – an honour which the people behind the brand are even more proud of:

"We've won several prestigious prizes in recent years, but this nomination is undoubtedly the greatest honour of all for us," says a delighted Michael Bruun, Design & Brand Manager at Zone Denmark. "It's proof that our makeover of the brand has created growth and attracted significant attention among consumers. It also confirms us in our belief that we've created the perfect platform for our future conquests," he concludes, referring to the fact that Zone Denmark was acquired last year by the leading Scandinavian brand house, F&H of Scandinavia.

Organised by the German Rat für Formgebung Service GmbH, the German Brand Award works to strengthen brand management as a critical success factor for companies competing in both domestic and international markets.

Last year, Opel Exclusive, Lufthansa AG and the global consultancy company Accenture were among the winners.

This year's winners of the German Brand Award will be announced on 1 April 2019.

About Zone Denmark:

Zone Denmark makes a statement that leaves you in no doubt. We interpret evolving trends, using our strong and clear DNA to create functional design for everyone. Expressed in a minimalistic and honest design language, our designs embrace new ideas, innovative solutions and exquisite materials. Our purpose is to challenge convention, inspire curiosity and create beauty.

IMAGEBANK: <https://www.skyfish.com/p/fh/1266938>

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