

PRESS RELEASE

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CARRERA is Most Innovative Brand 2016

Ismaning/Munich. On 23.06.2016, the world's biggest accolades for innovative technology, sports and lifestyle products were awarded at the glittering Plus X Award Night in the former Federal Parliament building in Bonn (Germany). CARRERA was among the lucky winners – and set a new record.

On top of 34 Plus X Awards for all its entries in the categories High Quality, Innovation, Design, Ease of Use & Ergonomics and Functionality, CARRERA won Product of the Year awards for four tools too. To the delight of the entire team, the brand then took home the biggest Plus X Award of all: as the brand with the most individual awards in the Electrical Appliances segment, CARRERA was named Most Innovative Brand 2016. With 34 awards, CARRERA set a new record in the segment in the process.

For the CARRERA team, the Most Innovative Brand Award confirms yet again that it has the right strategy: a stringent product idea that is reflected in the design and functionality of every appliance it makes for bathrooms (and soon for kitchens too). "Our innovation is the whole bundle", said Anja Herling, the proud product manager. "We are the only brand on the market that develops all its products consistently from a single idea. This resonates with our times, and ultimately that's what we're being rewarded for this evening."

"We are here on stage tonight, because we questioned existing solutions and discovered fresh potential", explains Michael Rotthaus, CEO Aquarius Deutschland GmbH. "With our iconic product line, we stand out from the crowd and target people who see individuality as a status symbol in a precise way. That means we can avoid the price war and sell our products at a premium."

About the Most Innovative Brand Award

The Most Innovative Brand of the Year award is the highest Plus X Award accolade. It goes to the brand with the highest number of individual quality seals in one product group. All seven categories are weighted equally in the overall marking for the most successful brand. The voting process is transparent, with winners selected by a panel of experts from various industries.

About CARRERA

The company behind CARRERA is Aquarius Deutschland GmbH. This international sales and marketing company was founded in 2012, and is headquartered in Ismaning near Munich (Germany). At the four company sites in Ismaning, Düsseldorf, Hong Kong and Shenzhen, around 80 employees control the entire market process for electrical appliances in the White Goods segment. Responsibilities include project management, product design, development, sourcing, production, certification, quality assurance, brand building, sales consulting and service. In addition to rebuilding and product design activities for the in-house CARRERA brand, Aquarius also produces and supplies goods under private labels for numerous well-known retail chains in the drugstore, discount, food retail and DIY segments.

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