



Press release, 6 June 2014

Plus X Award Night: Gala-Show for the Most Innovative Brands of the Year

Award Ceremony held in historic location in Bonn

The highly anticipated, eleventh award ceremony of the Plus X Award was held in Bonn yesterday evening. More than 400 invited guests experienced an entertaining and colourful premium gala evening. Thus, Bonn went back to being the federal capital once again: the federal capital of innovation. According to the motto of the night – “Road to Germany” representatives from brands all over the world gathered at the Place of the United Nations.

Donat Brandt, host and president of the Plus X Award, greeted the numerous top decision makers from industry and retail as well as selected personalities from society, media and politics in the dignified atmosphere of the plenary hall of the first German Bundestag. The impressively designed stage under the orange-illuminated “Bundesadler” in combination with the carefully floodlighted hall formed the perfect environment for the Plus X Award Night.

During the evening, 23 brands from different industries in technology, sports and lifestyle received their golden, nearly seven kilo heavy “Most Innovative Brand” trophy from the members of the panel of judges of the Plus X Award. For the first time, the special prize “Young Innovator Award” had been commemorated. It was handed over to the apprentice project “reengine racing”. Several show parts created high-level entertainment. Singer-Songwriter Jona Selle as well as the Westbunch-Live Gospel ensemble (which had a performance specifically produced for the final picture of the show) enthralled the audience.

In another meaningful moment of the TV gala, the two laureates of the Lifetime Achievement Award who had died last year were honoured posthumously: Peter Skak Olufsen and Prof. Amar G. Bose. By an emotional video clip the milestones in the lives of both exceptional entrepreneurs were highlighted once again.

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The Most Innovative Brands of the Year 2014

- Judo (Sanitary)
- Fröling (Heating and Air-conditioning)
- LG Electronics (Energy and lighting)
- Gira (Electrical and Media Technology)
- Bien-Zenker (Homes)
- GEZE (Construction Materials)
- Black & Decker (Tools and Garden)
- SMV wohlsitzen (Furniture)
- Hailo (Accessories)
- kiddy (Family and Kids)
- Miha Bodytec (Sports and Fitness Machines)
- silbaerg (Sports and Fitness Equipment)
- X-Bionic (Sportswear)
- Philips (Home entertainment Video)
- Bose (Home entertainment Audio)
- Canon (Video and Photo Technology)
- Gigaset (Telecommunication)
- Medion (Computer and Gaming)
- V-ZUG (Large home Appliances)
- Silverline (Built-in Appliances)
- Electrolux (Small home Appliances)
- Beurer (Health and Personal Care)
- Opel (Automotive)
- Kawasaki (Motorcycles)

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IKZ FACHPLANNER

IKZ HAUSTECHNIK

IKZ PRAXIS

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Young Innovator Award

For the first time, the special prize “Young Innovator Award” has been commemorated. Frank Kreif, Head of the international Panel of Judges of the international Plus X Award, handed the prize over to Dennis Wagner and Tobias Müller, project managers of the apprentice project “reengine racing”. The project unites more than 60 apprentices. It develops and produces racing cars with electronic drives.

As in the years before, ANIXE TV will broadcast the Plus X Award ceremony in full length and brilliant HD. The date for the show on ANIXE is Saturday, 28 June, 8.15 pm, Euro-wide via Astra. In Germany, it can also be viewed nearly nationwide in the digital cable network.

The last participation period for the Plus X Award 2014 has started 1 June. All manufacturers are invited to hand in their products and product series for the world’s largest innovation award for technology, sports and lifestyle.

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About Plus X Award:

With a international and independent panel of judges from 24 industries, 22 competent partners and a marketing investment of more than 25 million EUR, the Plus X Award is the world's largest competition for technology, sports and lifestyle. Plus X Award seals of approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honored by the Plus X Award. The competition was created as a brand marketing tool and is being conducted for the eleventh time in 2014.

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