



PLUS X AWARD®

Innovations for today & tomorrow

Plus X Award presents new claim

Being the world's largest innovation award for technology, sports and lifestyle, the Plus X Award has accompanied innovative companies in their development, helped to improve the competitiveness of products and key technologies – thus influencing markets in a positive direction. As one visible support for this mission, a special brand claim will flank the global presence of the Plus X Award this year.

From now on, the Plus X Award will reinforce its innovative power and that of its winning manufacturers with the claim "Innovations for today and tomorrow". On the one hand, the award-winning products give customers the chance to experience future technology already today. On the other hand, the new claim underlines that the products are future-proof and will represent the latest technology even tomorrow.

„Our new claim perfectly fits with the values of the Plus X Award. Innovation is laid deep in the DNA of our brand, now in our 12th year of existence. Every year we honour the most innovative brands and communicate technological progress.“ says Donat Brandt, President of the Plus X Award.

The presentation of the new brand claim also marks the start for the largest initiative in the Plus X Award's history. Besides seeking cooperation with universities, for the first time product studies and concepts will have the chance to be awarded, thus opening the way for market-ready innovations. Special funds will allow young talents and start-up companies subsidized participation in the Plus X Award with.

Press release

15.01.15

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The world's largest contest for
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Product Service



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About the Plus X Award:

With an international and independent panel of judges from 27 industries, 23 strategic partners and more than 600 participating international brands, the Plus X Award is the world's largest innovation award 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 innovation award was initiated to strengthen brands, trade and commerce and support consumers in their purchasing decisions. In 2015, Plus X Award is celebrating its twelfth anniversary.

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