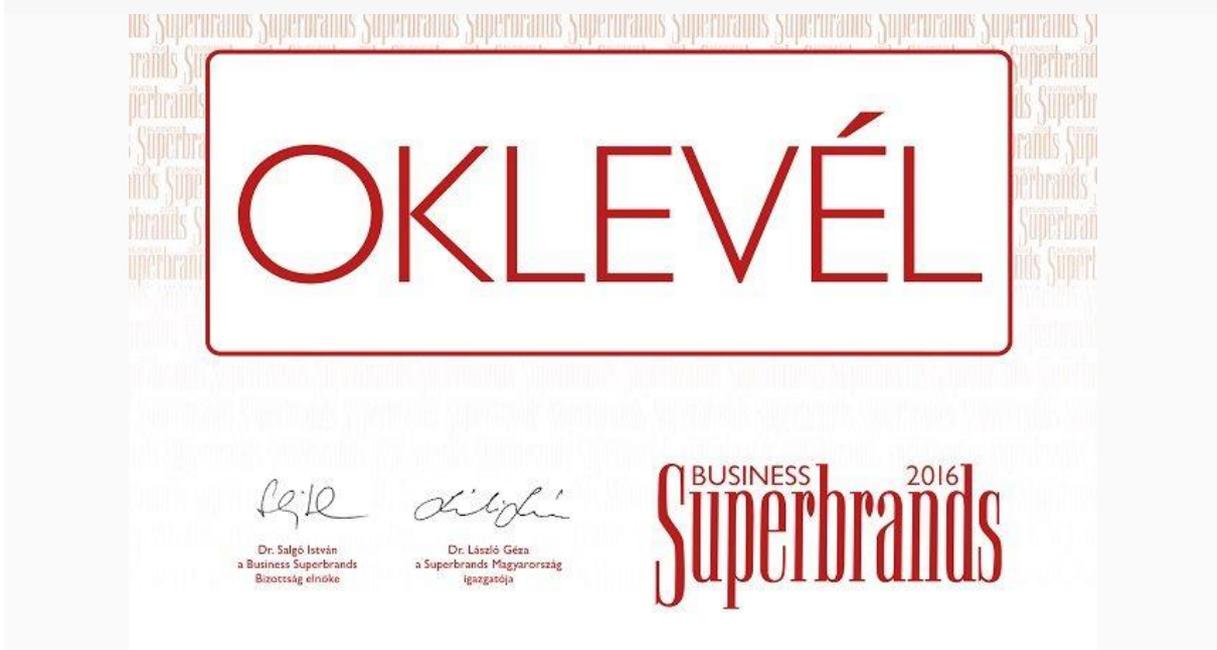


Superbrands

Media Coverage

Country	Date	Publication
Hungary	2016	Press Clippings

Pátria to Win Business Superbrands 2016 Title



We are pleased to announce that our company, Pátria Nyomda Zrt. has won the prestigious Business Superbrands 2016 Prize, which is awarded to the best business brands each year.

The Business Superbrands Prize, awarded for the ninth time this year, is the most significant B2B brand evaluation systems of the world and rewards leading brands on the basis of the same indicators in almost 90 countries. The candidates are selected from a list containing almost 4,000 companies filtered on the basis of the Bisnode Rating risk index and the annual sales revenue and by taking the recommendations made by industry associations and professional organizations into account. In addition to the professional and financial criteria, the tradition, the reputation, the market performance, the ethical image, the popularity, the conscious innovation and brand strategy of a given brand are also taken into consideration, but the opinion of consumers and business partners and the survey made among them play a decisive role as well. The final decision is made by the jury of the Commission of Experts of Superbrands Hungary consisting of 22 independent experts.

“The Business Superbrand 2016 Award is a serious acknowledgement and positive feedback for us: it strengthens our belief that we are heading in the right direction thanks to our business strategy, our consistent efforts made in recent times and the work of our colleagues,” says CEO Katalin Orgován. “I am proud that Pátria has become a dynamically developing company with a strong brand value, whose reliability and renown increase continuously.”

<http://patria.hu/patria-win-business-superbrands-2016-title/?lang=en>

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2016	Press Clippings

31 Aug 2016

Provident Hungary wins fourth consecutive ‘Superbrands’ award

Provident Hungary, one of the country’s leading providers of home credit and part of the International Personal Finance (IPF) group, is delighted to have been named a Hungarian Superbrand and one of the country’s leading consumer brands for the fourth year in a row.

Provident was awarded the title by the Business Superbrands Committee, which runs an annual programme to identify and celebrate the most recognised and respected brands in the country. The award puts Provident amongst an elite group, with just 0.2% of brands being commended by the programme in Hungary. Past winners have included Coca-Cola, Heineken, Marie Claire, Microsoft and Unilever.

Founded in 2004, the prize is awarded by an independent panel of high profile marketing professionals and business leaders. In addition to drawing on a variety of customer and brand-focused criteria, such as market research and public polls, they also considered factors such as sustainability, risk management, CSR and innovation to make their final decision.

“To be named as a Superbrand once again is a great achievement and a strong demonstration of the quality and value of the Provident brand for consumers in Hungary,” said Botond Szirmák, country manager of Provident Hungary. “It is also an important recognition of the trust placed in the brand by customers, decision makers and business leaders, which is very important to us as a business. I am very proud of the Provident team and would like to congratulate all my colleagues and thank them for the hard work they have put in across the past four years.”

For the six months ended 30 June 2016, IPF’s Southern European business, which includes Hungary, Romania and Bulgaria, had 665,000 customers and credit issued increased year-on-year by 22%.

<https://www.ipfin.co.uk/en/media/news/2016/provident-hungary-wins-fourth-consecutive-superbrands-award.html>

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2016	Press Clippings

Whirlpool brand in Hungary achieves 12th Consecutive Superbrand Award

Sep 7, 2016 | [Latest News in EMEA](#)



Eva Kustra-Zsatos of the Whirlpool Hungary brand and marketing team shows the certificates of recognition given to the team in the Budapest office.

Superbrands

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Whirlpool brand in Hungary was recognized for the 12th year of achieving the Superbrand award as well as the Business Superbrand award. These designations are given to brands that have a strong loyal connection to consumers. A panel of industry experts use a number of attributes such as awareness, popularity, and relevance to determine which brands meet their criteria.

Istvan Huczka, Whirlpool Hungary country manager, says he is proud of the team for working on this achievement and especially delighted to receive the Business Superbrand award which recognizes the strong value creation that the brand has in the market.

<http://www.whirlpoolcorp.com/whirlpool-brand-in-hungary-achieves-12th-consecutive-superbrand-award/>

Business Superbrands 2016

2016. July 11.

The Business Superbrands programme is in its ninth year. It aims to recognize the most excellent brands of the B2B sector, in other words, those Hungarian companies that primarily conduct business with enterprises and organizations.

Following financial and professional screening, the list compiled on the basis of the Bisnode database and taking into consideration the recommendations of leading domestic professional bodies and organizations was presented to the Superbrands Committee numbering 22 independent experts. The list of candidates included not only the most profitable companies in Hungary but also small-size enterprises (put forward by the chambers, associations, professional bodies of the different sectors) that are reckoned to be among the best in business life.

The Committee concluded that HAJDU Autotechnika Zrt. was worthy of winning a Business Superbrands 2016 accolade.

Superbrands

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The prize is positive feedback on our company that highlights us as being among the best in the country. The Committee assessing the awarding of the prize comprises professionals recognized in their own industries, and through their decision they are acknowledging the successes and credibility of our company. Nomination is made purely on the basis of professional aspects and it is not possible to tender or apply for the award.

We believe that the classification we have just received represents not only security but also a guarantee to our existing partners and future clients.

<http://www.hajduautort.hu/index.php?mod=hirek&id=185&l=en>

Superbrands

Media Coverage

Country	Date	Publication
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Business Superbrands award - again!

Mon, 05/02/2016 - 09:04

Once again, NEXON has been awarded the Business Superbrands title - for the eighth time!

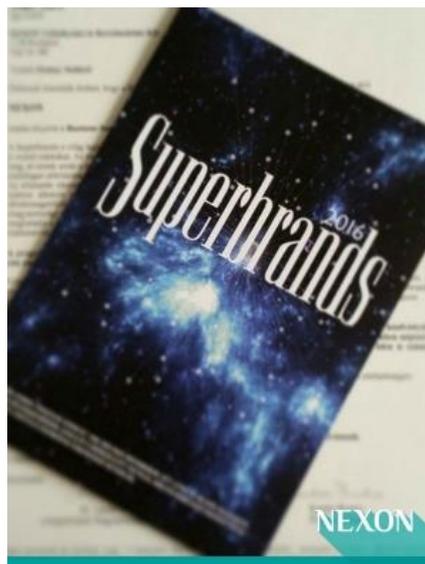
In 2016, NEXON has again been awarded the title of "Business Superbrand", in acknowledgement of its outstanding business results and quality of performance.

"Superbrands" is one of the world's most important brand evaluation systems. It awards brand titles in 90 countries, according to evaluation processes based on common criteria.

In 2016, NEXON has been awarded the "Business Superbrands" title based on the votes of the professional evaluation committee.

The aim of Superbrands Hungary is to help the wider public to get to know the best brands.

Thanks for the award!



<https://www.nexon.hu/en/news/business-superbrands-award-again>

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2016	Press Clippings

Business Superbrands lett az Adama Hungary!

2016. július 01., 07:45|[ADAMA Hungary Zrt.](#) (x)

Címkék:

[adama hungary zrt](#)
[nyomtatás](#)

Minősített minőség: elismerés a legkiválóbb márkáknak.

Idén kilencedik alkalommal ítélte oda a Superbrands Magyarország Szakértői Bizottsága a Business Superbrands díjakat. Az elismerés irányt szab a fejlődésre törekvő piaci szereplők számára, és a hazai márkáknak példát mutat a sikeres márkáépítéshez. Hisszük, hogy a minősítés, amelyet márkánk elnyert, nemcsak biztonságot, de garanciát is nyújt vásárlóink, ügyfeleink mindennapi választásához.

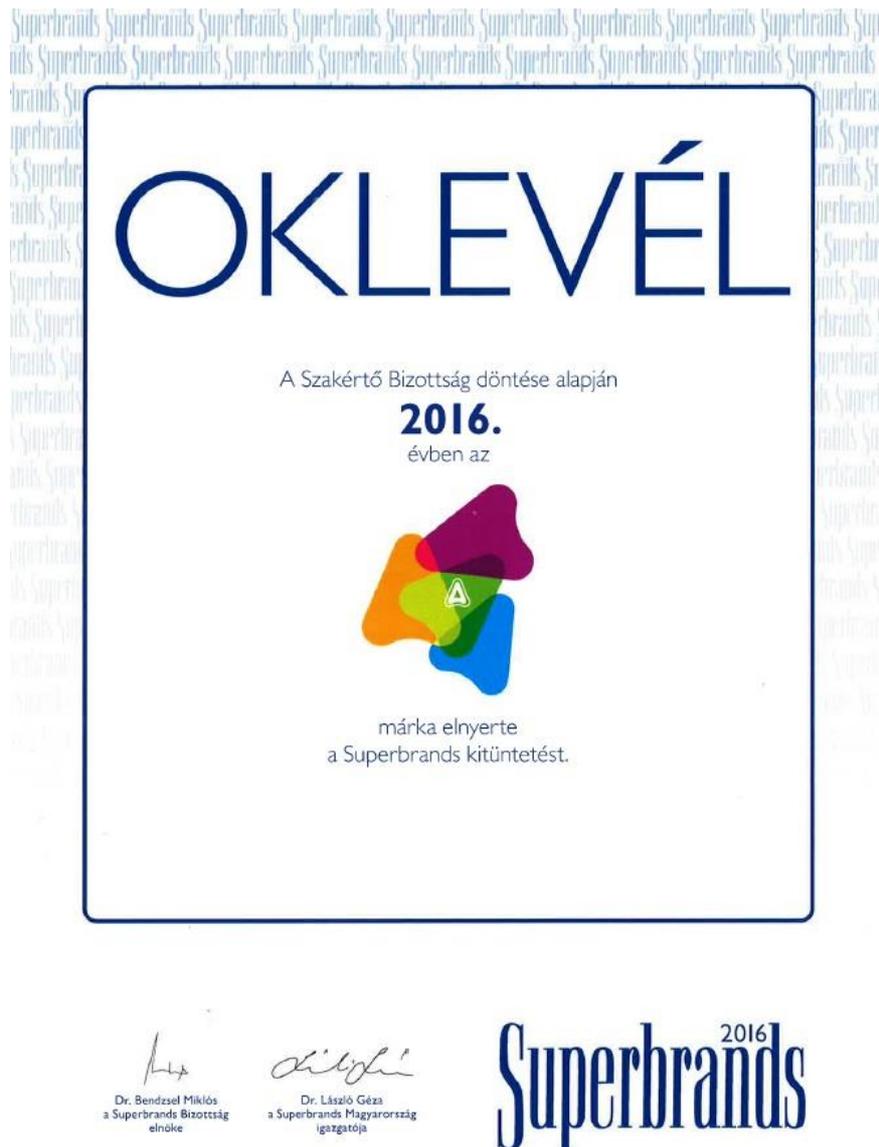
A díj olyan pozitív visszajelzés, amely szakmai alapon emeli ki a legjobbakat. A díjat odaítélő bizottság az ágazat elismert szakembereiből áll, akik döntésükkel tanúsítják márkánk eddigi sikerességét és hitelességét. A jelölés kizárólag szakmai szempontok alapján történik, arra sem pályázni, sem jelentkezni nem lehet.

A 22 tagú, független szakemberekből álló zsűri, akik a Bisnode-adatbázis segítségével döntöttek arról, hogy mely üzleti márkák viselhetik a Business Superbrands védjegyet, érdemesnek találták cégünket arra, hogy elnyerjük a Business Superbrands 2016 elismerést.

Superbrands

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Nemzetközi Superbrands Program

Idén huszonegy éve, hogy a marketinggel és kommunikációval foglalkozó szaktekintélyek útjára indították a programot Nagy-Britanniában. A cél kettős volt: a kiemelkedő márkák reflektorfénybe állítása, valamint követendő példák felmutatása. A program az indulás óta a világ minden részén ismertté vált, ma már közel 90 országban jelent különleges minősítést a Superbrands cím.

Superbrands

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Valamennyi országban kiemelt szerep és felelősség hárul a zsűrire, ezért kizárólag magasan elismert notabilitások kerülhetnek be a bizottságba. A független grémium tagjai a feladatot társadalmi alapon végzik.

Business Superbrands Program

Idén kilencéves a Business Superbrands program, amely az üzleti szektor (B2B) márkáinak legkiválóbbjait emeli ki, azaz olyan magyarországi cégeket, illetve márkákat, amelyek nem elsősorban a fogyasztókkal, hanem vállalkozásokkal, szervezetekkel állnak kapcsolatban.

A Bisnode adatbázisa alapján, továbbá a jelentős hazai szakmai szervezetek és szövetségek ajánlásainak figyelembevételével létrejövő mintegy 4000 márkát tartalmazó lista pénzügyi és szakmai szűrést követően kerül a bizottság elé. Ebbe a listába éppúgy beletartoznak a legnagyobb nyereségű hazai cégek, mint – az egyes szektorok iparkamarái, egyesületei, szakmai szervezetei által javasolt – olyan kisebb vállalkozások, amelyek az üzleti élet kiválóságainak számítanak, valamint kiemelkedő a hazai kommunikációs és márképítési gyakorlatuk.

"A Superbrands díj legnagyobb erőssége, hogy nem az önjelöltek versenye. Itt valóban minden márka megmérettetődik, ami számít. A szervezők évről évre nagyon sok munkát tesznek annak érdekében, hogy ez a díj a fogyasztók számára orientációt jelentsen. Ez elismerés egyszerre a márkatulajdonosok, a márképítők és a fogyasztók számára. Ezt pedig nem egy zárt kör, hanem egy tényleges szakértői bázis ítéli oda. Gratulálok."

Barna Tamás

Republic Group ügyvezető igazgató

"Szemben a látszattal, a Superbrands díjat nem a zsűri dönti el, azt a brand maga vívja ki magának. Ez a tény persze nem csorbítja a zsűri szerepét: a kvalifikált szakemberek szigorú szakmai szempontrendszer alapján validálják ezt a sikert, és járulnak hozzá ahhoz, hogy ez széles körben is elismerve legyen. Mindezek alapján igazi érték a Superbrands díj, ami azt jelenti, hogy az nemcsak a múlt teljesítményének az igazolásáról szól, hanem komoly ösztönző a brand kitüntetett szerepének a megőrzése és további erősítése érdekében."

Dr. Salgó István

a Business Superbrands bizottság elnöke

<https://www.agroinform.hu/gazdasag/business-superbrands-lett-az-adama-hungary-28480-002>

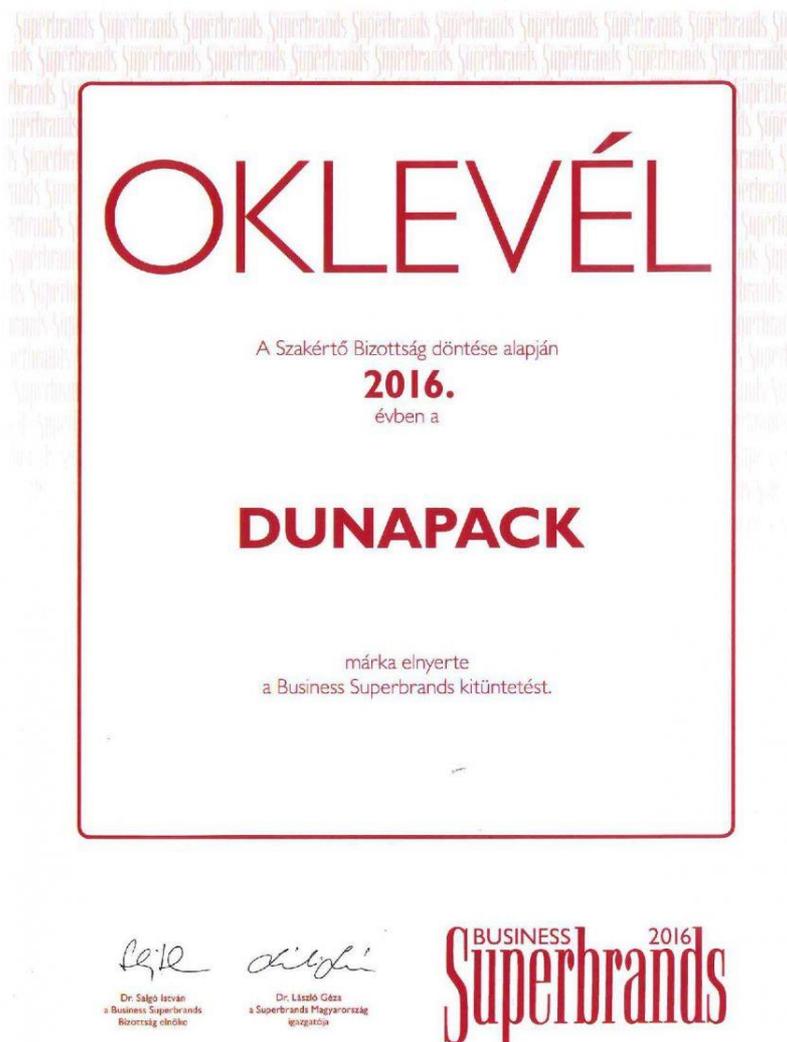
Superbrands

Media Coverage

Country	Date	Publication
Hungary	2016	Press Clippings

Business Superbrands award 2016 for Dunapack

13-07-2016



Dunapack received this year the fifth time Business Superbrands award. We appreciate this award granted by independent experts very much because it proves that during the last 25 years we managed to establish with our continuously improved environmental-friendly production technology, product-service package, customer focus and with the applied TQM methods an image which is recognised by the Hungarian business sphere.

<https://dunapack.hu/en/news/business-superbrands-award-2016-for-dunapack>

Superbrands

Media Coverage

Country	Date	Publication
Hungary	2016	Press Clippings