

# Superbrands

## Media Coverage

Country	Date	Publication
Croatia	2014	Press Clippings

## Superbrands Croatia and Superbrands Green Croatia 2014

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Domprojekt has received the Superbrands Croatia 2014 and Superbrands Green Croatia 2014 awards.



The Superbrands Croatia 2014 voting process has been successfully completed and the **Domprojekt** brand was positioned amongst the **leading brands** in Croatia.

Voting was organized and monitored by the Superbrands organization, a global branding authority, which conducts the promotion and designation of the strongest brands in 90 countries worldwide.

This year, the votes of the professional council were supplemented with votes from more than **27000 consumers**, which gives added value to the results. The professional council consists of **65 members**, recognized business and marketing professionals from Croatian media, agencies, domestic and foreign corporations, universities, and professional organizations, who decide,

# Superbrands

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according to international Superbrands standards, which products deserve the Superbrands status.

The selection criteria include quality, reliability, differentiation, and emotional strength of the brand. The main goal of Superbrands is to identify the leading brands on each individual market and in that way additionally promote branding as a discipline.

Membership in the Superbrands program is an excellent reference for business on the domestic market, as well as in negotiations on foreign markets, since the presence of the Superbrands institution in 90 countries worldwide, which makes it a branding authority.

For **Domprojekt**, this award is proof of **quality, high standards**, and a confirmation of the **significance of our brand** on the Croatian market and the market region-wide.

<https://www.domprojekt.hr/superbrands-croatia-and-superbrands-green-croatia-2014-mo43?lang=en>

## **Superbrands Croatia and Superbrands Green Croatia are our new quality labels!**

Thanks to the voting results of more than 27,000 consumers and 65 acclaimed business and marketing experts from the media, agencies, domestic and foreign corporations, universities and professional organizations that make up the professional Superbrands Council, we are nominated among the leading brands in Croatia, and two brands: Superbrands Croatia 2014 and Superbrands Green Croatia 2014.

The voting process is organized and supervised by the **Superbrands**, a global branding authority. Superbrands was established in the UK in 1995, and the promotion and appointment of the strongest brands is carried out in 90 countries around the world. Superbrands analyzes the accomplishments of brands and rewards those who stand out in the competitive environment. The criteria for obtaining this tag are standardized in all countries, and selection is based on quality, reliability, distinctiveness and emotional charge.

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## Media Coverage

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In addition to the existing Superbrands label, an additional criterion - ecological responsibility was introduced. The Green Superbrands label can only get branded brands with high environmental awareness. This mark represents a new way of brand-customer recommendation, which is increasingly focusing on environmental conservation and social responsibility.

By awarding Superbrands and Superbrands Green, we have gained public quality assurance of our products and services, not only by professionals, but also by consumers - groups of people whose positive feedback is very important to us. This way we would like to thank the jury and all the consumers who have recognized and rewarded our efforts and included us among the leading brands in Croatia.

<http://www.iveta.hr/vijesti/superbrands-croatia-superbrands-green-croatia-nase-su-nove-oznake-kvalitete/>

## SUPERBRANDS Croatia 2013/2014



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U trendu je upotreba drva u graditeljstvu, budući je drvo CO2 neutralno, dok su drugi materijali izrazito negativne CO2 bilanse. Tvrtka "LOKVE" d.o.o. u ponudi ima proizvode koji su konstrukcijski izvedeni od prirodnih materijala, lameliranog drva FSC, a proizvode karakterizira kvaliteta, moderan dizajn, tehničko-tehnološka inovativnost. U ponudi je više proizvodnih programa, s naglaskom na proizvodni program ekoloških prozora za niskoenergetsku i pasivnu gradnju pod marketinškim brandom MEGALOK i MEGA ALULOK.

Proizvodi posjeduju certifikat CE, što je oznaka kvalitete, utemeljene na europskim standardima. Ističemo da posjedujemo ateste certifikatorske kuće za kvalitetu "Euroinspekt drvokontrola" Zagreb, ateste talijanske certifikatorske kuće "Tarviso Tecnologia", te ateste njemačke certifikatorske kuće IFT Rosenheim. Rješenjem Ministarstva kulture Republike Hrvatske tvrtki "LOKVE" d.o.o. dopušta se obavljanje poslova zaštite i očuvanja kulturnih dobara znači izvođenje radova na nepokretnom kulturnom dobru u smislu izvedbe stolarskih radova.

2000-te godine tvrtka je dobila plaketu "Zlatna kuna" kao najuspješnije trgovačko društvo u županiji u kategoriji srednjih trgovačkih društava. Od 2002. godine tvrtka posjeduje certifikat ISO 9001:2008, a od 2007.god. i certifikat FSC.

U 7.mj.2013. brand Lokve – prozori i vrata nominiran je među vodeće tržišne marke u Hrvatskoj – SUPERBRANDS Croatia 2013/2014. Na 40.Međunarodnom sajmu namještaja, unutarnjeg uređenja i prateće industrije, AMBIENTA 2013, tvrtka Lokve dobila je Zlatnu plaketu MOBIL

# Superbrands

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OPTIMUM za proizvod – prozor MEGA ALULOK 110, za inovativan razvoj i visoku kvalitetu proizvoda

U trendu je upotreba drva u graditeljstvu, budući je drvo CO2 neutralno, dok su drugi materijali izrazito negativne CO2 bilanse. Drvo je zdrav, dugovječan materijal, posjeduje izvanredne oblikovne karakteristike, osim toga ugodno miriše, toplo je, povećava osjećaj ugone u našem domu, a svaki proizvod je – unikat.

Visoko energetske učinkoviti prozori zadovoljavaju sve postavljene eko i energetske kriterije.

O proizvodima mogućnosti su mnogobrojne. Varijanta drvo ili drvo/aluminij uz mogućnost odabira više debljina profila. Prozori i vrata u kombinaciji drvo iznutra, aluminij izvana, čine najbolji izbor. Svaki od tih materijala karakteriziraju najbolje značajke -održavanje je jednostavno, maksimalna je toplinska i zvučna izolacija, te kao takvi, prozori i vrata zadovoljavaju suvremene norme i standarde energetske učinkovitosti pri gradnji i pogodni su za ugradnju, ne samo u klasičnim, već i u niskoenergetskim, te pasivnim objektima.

Prozori u varijanti drvo iznutra – aluminij izvana, veća su investicija u startu, **ali** zbog dužeg vijeka trajanja i štednje energije, te visokih izolativnih (toplinska i zvučna) vrijednosti, zaštite od udaraca i vremenskih neprilika, očuvanja našega zdravlja, postaju sve ekonomičniji, a troškova održavanja gotovo i nema.

# Superbrands

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<http://korak.com.hr/korak-046-lipanj-2014-superbrands-croatia-20132014/>



## AWARDS AND ACHIEVEMENTS

Portanova is a proud Superbrands Croatia title carrier.

With a great pride Portanova carries Superbrand 2013/2014 title. Expert council made out of recognized business and marketing experts, domestic and foreign corporations, academic experts and professional organizations and more than dozen thousands of costumers awarded Portanova with a status of a leading market brand in Croatia in shopping mall category.

Superbrands represents market brand which provides significant recognizable emotional and tangible values. Superbrands status also represents quality, reliability, distinctiveness and emotional intensity.



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Global prize for best brands – Superbrands is awarded for best accomplishments on Croatian market and standardized selection criteria are applied in over 90 countries around the world. International organization Superbrands is only global and independent authority in a field of branding, as organization that bases on identification and appointing exceptional market brands.

Superbrands analyses accomplishments of a specific market brand and identifies those who accomplish more than their competitors and awards them with highly acknowledged Superbrand status.

From its very existence Superbrands has become a recognizable criterion for individual market brand while organization itself is recognized as a global branding authority.

<http://portanova.hr/en/us/awards-achievements/>