

CZ MEDIA 2022

Czech Business Superbrands 2022

The FENIX brand defended the Czech Business Superbrands 2022 award.



We are proud to announce that the **FENIX** brand has once again defended its **Superbrands** title in Czech Republic. We greatly appreciate this recognition of the high quality work of the entire Fenix team and would like to thank everyone for making this happen.

About Superbrands program:

Superbrands is the most recognized independent global authority on brand evaluation and recognition. The Superbrands title is a sign of a special status and recognition of a brand's excellent position on the local market.

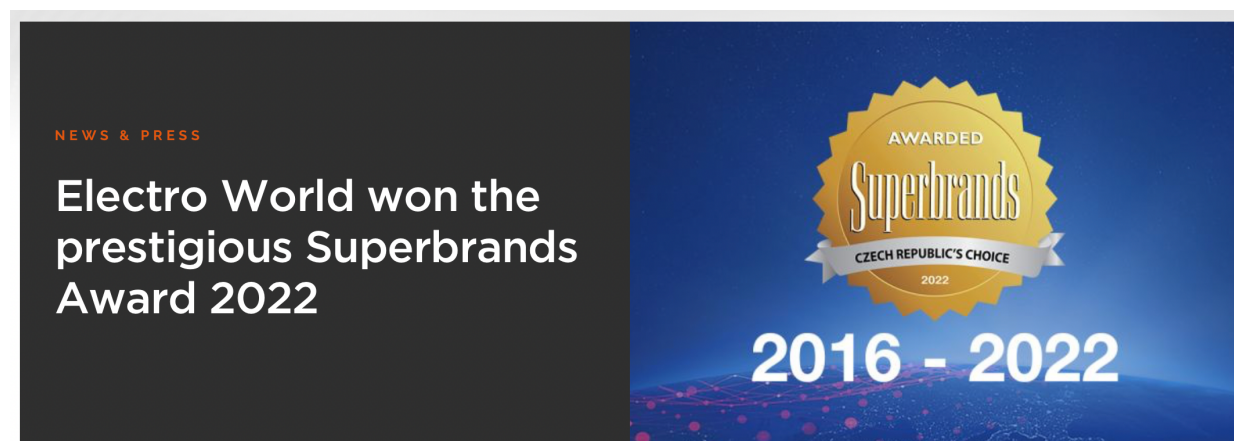
Superbrands Czech Republic:

The Superbrands program renewed its operations in the Czech Republic in 2013. Since 2014, brands have been evaluated not only in the consumer category, but also in the area of business or industrial (B2B) brands. While first ones are well-known and encountered by consumers every day in the retail or service sectors, business brands are important players in specialized sectors of industry, agriculture and commerce. The consumer and business Superbrands of the given year represent the absolute top among the competition. The most important goal of Superbrands is not only to pay tribute to the most successful brands in the field of branding, but also to bring to the attention of consumers and the professional public market, who would like to develop and be inspired by the best. (source: www.czechsuperbrands.com)



LINK:

<https://www.fenixgroup.cz/en/news/czech-business-superbrands-2022>



Electro World brand succeeded in defending the title/award of the Czech consumer Superbrands 2022.

Electro World, our partner from the Czech Republic, has received this award for the **seventh time** since 2016.

The Superbrands title, which has been awarded in the Czech Republic for seven years after its renewal, is only awarded to brands that pass a multi-round selection process, including a consumer survey by the GfK agency.

WE DEFENDED THE TITLE FOR THE SEVENTH TIME IN A ROW, ON THE BASIS OF A SELECTION PROCEDURE CONSISTING OF SEVERAL ROUNDS IN WHICH BUSINESS RESULTS AND CONSUMER PREFERENCES WERE EVALUATED ACCORDING TO RESEARCH BY INCOMIND.

The winners were decided by an expert committee of the **Brand Council of the Czech Republic**, which annually consists of experts from the field of business, communication, marketing, media and, last but not least, marketing research.

"The commission decided on how well the brand is known on the Czech market, how it builds its brand here, what its prestige is and what innovation it brings with it," says Hana Veleková, the newly appointed marketing manager of Electro World.

"The Czech Superbrands 2022 award for the Electro World brand is proof that the ways of our business and our long-term approach to customers and services are going in the right direction," adds H. Veleková.

The international organization **Superbrands** was founded in 1994 in Great Britain, from where it has spread to more than 90 countries on five continents during its long existence. A pilot version of the project was operating in the Czech Republic just after 2000.

Later, in 2013, this brand was renewed in the Czech Republic. The reason for awarding Superbrands awards is to **identify the best brands in local markets** using unified criteria and methods. Since 2014, there are two categories, namely B2C (Consumer Superbrands) and B2B (Business Superbrands).

LINK:

<https://www.expert.org/electro-world-won-the-prestigious-superbrands-award-2/>

DPD CZ won the Czech Business Superbrands 2022 award

DPD CZ, the largest private parcel delivery company in the Czech Republic, is one of the strongest brands in the Czech Republic in the field of commercial brands. The excellent reputation of the brand DPD has been proved by the newly acquired Czech Business Superbrands Award 2022.

The most important goal of the global organization Superbrands is to pay tribute to the most successful brands in the field of branding and bring extremely strong brands operating on the Czech market to the attention of consumers and the professionals. The Superbrands rating is independent and already operates in 90 countries around the world. The nomination in the Czech Republic is based on all registered trademarks released by the Industrial Property Office. The nominated companies go through a multi-round selection procedure, followed by a consumer survey and the final word is given by the expert council „Brand Council“.

About DPD CZ

Direct Parcel Distribution CZ is a part of DPDgroup, the largest international parcel delivery network in Europe. With its 1,800 couriers and 1,300 Pickup points, DPD is the leading private parcel delivery company in the Czech Republic. As the only courier company on the market, it offers the Predict service - the customer knows in advance the exact 1-hour interval, when the parcel will be delivered. At the same time, the customer can change the time or place of delivery in the DPD Kurýr application according to the selected preferences. As a part of DPDgroup, DPD offers over 58,000 Pickup points across Europe and delivers to 230 countries around the world. DPDgroup aims to be a reference in sustainable delivery and become a leading enabler of e-commerce acceleration. It continuously reduces its carbon footprint and 100% offsets CO2e emissions produced during the delivery and depot operations, through the various environmental projects that are part of the DrivingChange™ strategy.

LINK:

<https://www.dpd.com/group/en/news/dpd-cz-won-the-czech-business-superbrands-2022-award/>



LIQUA won its third consecutive Czech Superbrands Award 2022

January 27, 2022

Ritchy Group is proud to announce that our LIQUA brand of premium vape liquids has been awarded with the third consecutive Czech Superbrands Award in 2022 and we thank all our Czech and international consumers for this appreciation and trust in our product safety and quality. We remain rigorous in the way we develop, manufacture and distribute our e-liquids and vaping accessories, our core tobacco and non-tobacco flavours are famous across the world in more than 85 countries since 2009 and we are committed to uphold our high standards and be the leading voice for the whole European vaping industry in terms of product regulations, compliance and marketing practices.

The Superbrands program is an independent global authority assessing and evaluating brands for the last 28 years. The title Superbrands is awarded to the best brands annually in 90 countries worldwide, on the basis of uniform criteria selected by an independent Superbrands Brand Council expert committee consisting of business, communication, marketing, media and market research professionals.

LINK:

<https://ritchy.com/liqua-won-its-third-consecutive-czech-superbrands-award-2022/>

Superbrands Award 2022. On Wednesday, September 21, 2022, the tenth jubilee year of Czech Superbrands was held in the National House in Prague's Vinohrady. Representatives of Gebrüder Weiss CR also received the prestigious award during the gala for the second time in a row.

"We are very happy about the Superbrands award. It is an important indicator for us that we manage to successfully develop the potential of a strong brand on the market. At the same

time, it is also a commitment for us in the future to continue to improve our services," says Jan Kodada, director of business and marketing of Gebrüder Weiss CR

Superbrands Award 2022

Superbrands is the most recognized independent global authority on brand evaluation and valuation. The Superbrands title is a sign of special status and recognition of the brand's position on the local market. *"At Gebrüder Weiss, we see the Superbrands 2022 award as a confirmation that we are doing our job well. We also appreciate the opportunity to meet other representatives of brands with a strong story, which inspires and motivates us to continue to innovate and continue to be a strong and stable company with quality services,"* adds Jan Kodada.



Jan Kodada, director of business and marketing of Gebrüder Weiss CR, and Šárka Hálová, marketing manager of Gebrüder Weiss CR, received the Czech Superbrands 2022 award

In addition to companies, special awards were also received by exceptional personalities and organizations with a significant contribution to society. Companies do not apply themselves to the selection of elite Superbrands brands, they are selected based on prestige, innovation and awareness of the brand on the Czech market. The Superbrands quality certificate reflects the strength, stability and persistence of the award-winning brands and their ability to push boundaries, innovate and continuously improve.

Actress Iva Janžurová was elected Personality of the Year 2022, who charmed the jury and the voting public with her style, nobility and zest for life, which are a sign of the power of a "personal brand". Actor Vladimír Polívka and Tomášek Hrnčíř accompanied the festive

evening. The artistic experience was provided by the young and extraordinarily talented musicians Šesták brothers, who also impressed the jury of the well-known competition America has talent.

LINK:

<https://transport--logistika-cz.translate.google.com/logistika/cena-superbrands-2022/? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc>

DAKO-CZ won the prestigious Business Superbrands 2022 award



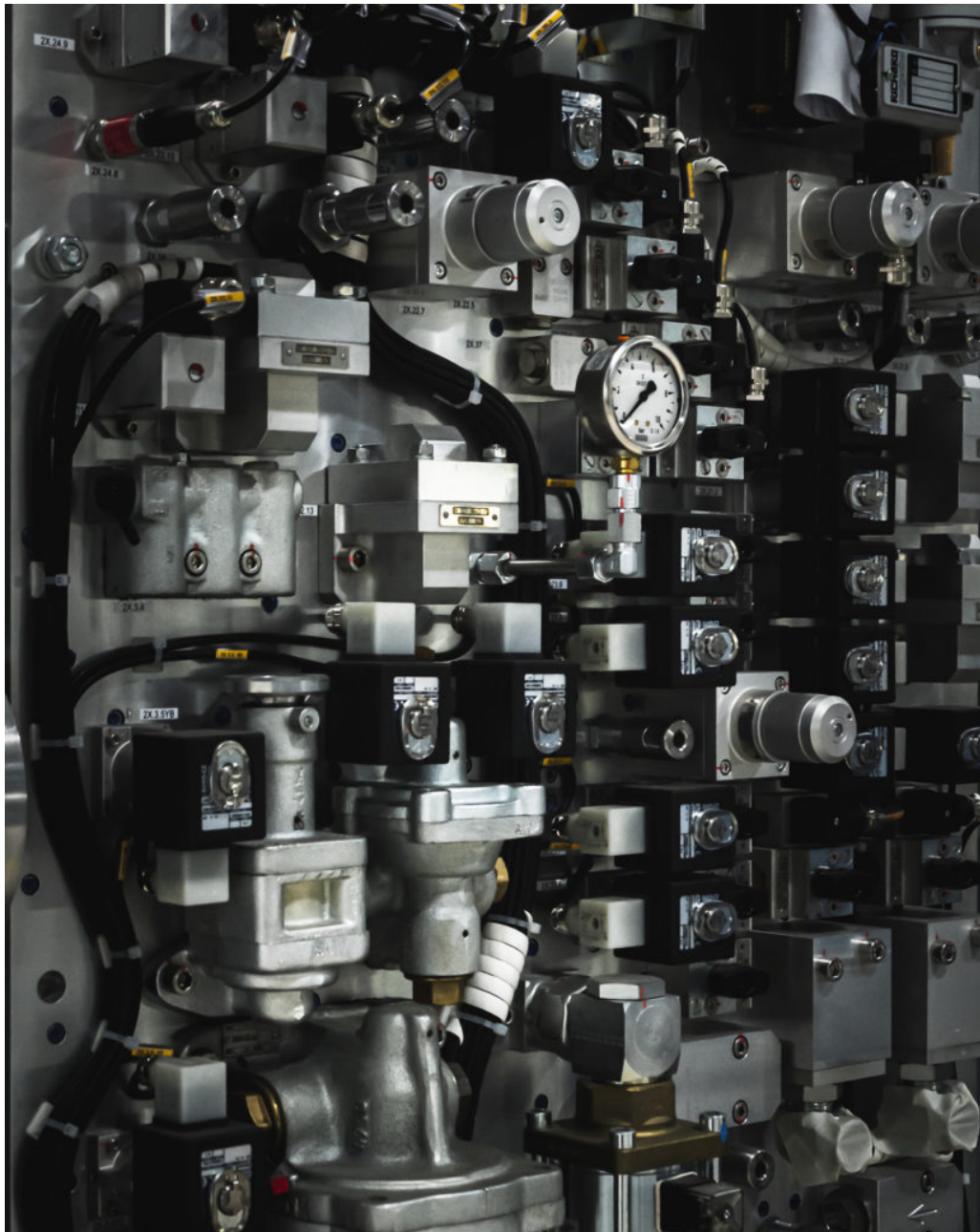
The manufacturer of brake systems and components, DAKO-CZ, received the prestigious Business Superbrands 2022 award. The Třemošnica company, which celebrated its 205th anniversary last year, is experiencing a very successful period. Since 2019, when the company broke the billion dollar turnover, its sales have grown by roughly twenty percent every year. Due to the fulfillment of orders, this year can be expected to be similarly successful.

Last year, DAKO-CZ expanded and regrouped the assembly hall, worked on logistics flows in production in order to make it as efficient as possible. At the same time, it founded a subsidiary in Ostrava, DAKO-CZ Machinery, which focuses primarily on series production intended for the Indian market. Last year, the industrial and technological holding Czechoslovak Group became the 100% owner of the company, which employs 600 employees.

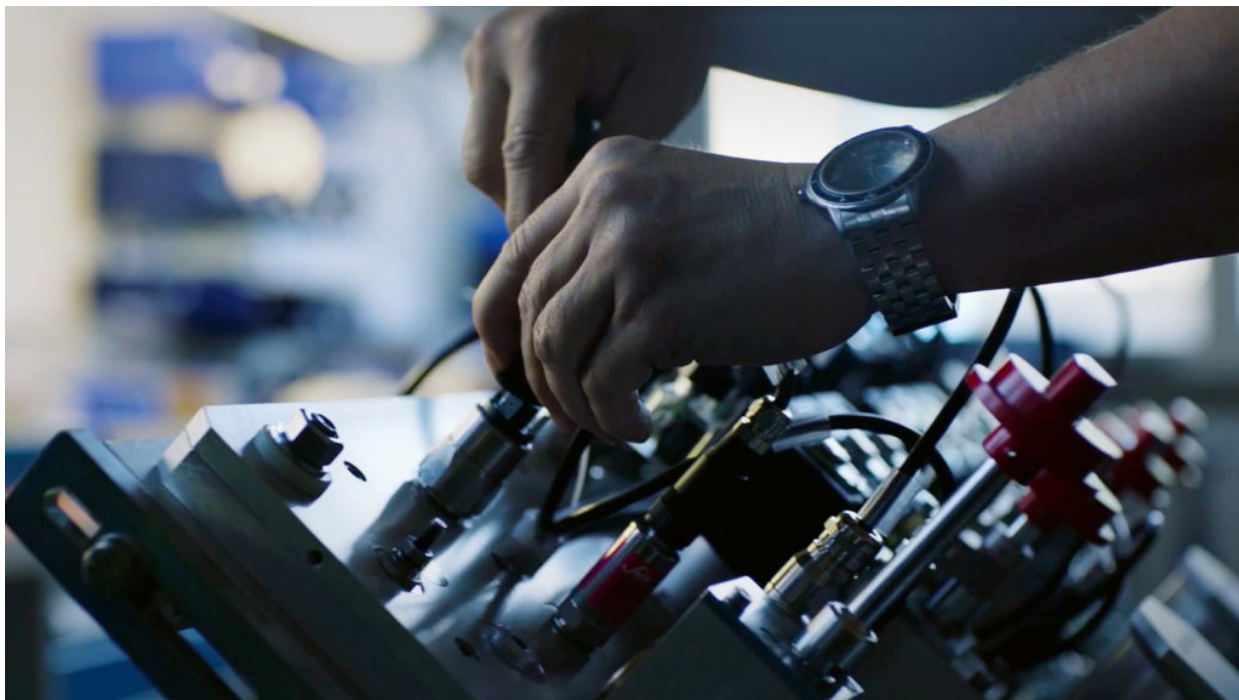


"We greatly appreciate the Business Superbrands 2022 award. Although we are a company operating in the B2B segment, we are happy that our brand is becoming sufficiently strong and prestigious and goes beyond the borders of the region in which we historically operate. Of course, this goes hand in hand with business results. I am very happy that we have had another record year. For several years now, I have been saying that we are building a company with a two-billion turnover as we go, so I believe in its further growth," says Lukáš Andřýsek, chairman of the board of directors of DAKO-CZ.

This year, DAKO-CZ will, among other things, start serial production for London subway sets. It is a prestigious metro order, the largest to date, which the company has implemented in nearly twenty years of cooperation with Siemens Mobility. By 2025, a total of 94 new nine-piece subway sets that will be operated on the Piccadilly Line will be fitted with brake components from DAKO-CZ. The total value of the contract, which can be increased by possible options, reaches 100 million crowns.



In addition to Siemens, DAKO-CZ supplies other global manufacturers such as Stadler, Tatravagónka Poprad, and recently also the Spanish company Talgo. A significant part of the turnover is generated by DAKO-CZ with orders intended for the Indian market. In addition to brake systems and components for freight and passenger rail transport, DAKO-CZ also supplies its products to the already mentioned metro sets and tram manufacturers. An important customer here is the Polish company Modertrans. The company exports 77 percent of its total production. Service is also an important part of DAKO-CZ services. Every year, the company directs significant investments to support research and development.



The Business Superbrands award is decided by the company's business results, brand awareness, brand building, innovation or prestige. The main word for its award rests with the expert committee of the Business Brand Council, made up of professionals from business, communication, media and marketing research. DAKO-CZ is one of the few companies operating in the B2B segment that received an award in 2022.

LINK:

https://acri-cz.translate.google.com/2022/05/26/dako-cz-ziskalo-prestizni-oceneni-business-superbrands-2022/?x_tr_sl=cs&x_tr_tl=en&x_tr_hl=en&x_tr_pto=sc

We received the prestigious Czech Business Superbrands award

Published: 03 April 2022





Our brand Dražice received a significant award Czech Business Superbrands 2022 under the auspices of the British organization Superbrands: the most recognized independent global authority in the field of evaluation and valuation of brands according to their economic results and reputation.

The award itself was decided within a multi-round tender by the Business Brand Council, composed of experts in the field of business, communication, marketing and the media. We value its evaluation very much and at the same time take it as a commitment not to slow down in our efforts and continue to meet customer expectations. Thank you!

LINK:

<https://www.dzd.cz/en/profil/aktuality/786-we-received-the-prestigious-czech-business-superbrands-award>

We defended the title of Czech Business Superbrand in 2022 as well!



We are proud that Top Vision was awarded the prestigious title of Czech Business Superbrand this year as well. Despite this positive feedback, we can promise you that in the coming year we will also strive to improve and improve the quality of our services to help you grow - career-wise, socially, personally.

What does the Superbrand title mean?

The Superbrand title informs customers that the brand provides the best products and services. It speaks of the excellent reputation of the brand, as well as its significant position in the market. Superbrands is the world's most recognized organization in the field of awarding extraordinary commercial brands. This organization annually evaluates the "best of the best" brands in almost 90 countries on five continents.

What does the title holder have to meet?

The awarding of the Superbrand title is preceded by several steps. The first step is to compile a list of nominated candidates based on business results. The next step is a consumer survey - according to the popularity of brands among customers, the list is reduced to semi-finalists. The third step is the decision of the Brand Council expert commission, which will award the title of Business Superbrand to the winning business brands.

Other benefits of Superbrands

The Superbrands Awards not only cover well-known brands that consumers are familiar with, but also pay attention to the big players in the B2B sector. In this way, not only consumer, but also business and industrial brands, which are often left behind, are appreciated. The Czech public can thus become familiar with other successful Czech projects and their stories. Yes, you are right if you think that Top Vision is among the best of the best.

LINK:

<https://www-topvision-cz.translate.goog/blog/obhajili-jsme-titul-czech-business-superbrand-i-v-roce-2022? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc>



BEST BRAND UNIVERSITY

The University of Finance and Administration (VŠFS) has been granted a prestigious **Czech Business Superbrands award** in 2022 for the second time.

LINK:

<https://www.vsfs.cz/en/?id=2051>

Czech Superbrands 2022

The Vinselekt Michlovský brand, as one of the top brands on the Czech market, ceremoniously received the Czech Superbrands award for the second time in a row.



LINK:

<https://www-michlovsky-com.translate.goog/czech-superbrands-2022? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc>

Czech brand LIQUA received the official Superbrands Award 2022 at the Superbrands Tribute Event

Prague, October 31, 2022 (PROTEXT) - We have been waiting for this since January 2022 and now the trophy is in our hands.

The LIQUA premium vape liquid brand from Czech manufacturer [Ritchy EU](#) won the third consecutive Czech Superbrands award at the recent gala Tribute Event, where all 2022 nominees gathered to celebrate the highest recognition for their brands. LIQUA has always been strict in the way we develop, manufacture and distribute our e-liquids and vaping accessories, our core tobacco and non-tobacco flavors have been popular worldwide in over 85 countries since 2009, and we are committed to maintaining our high standards and being the leading voice for the entire European vaping industry in terms of compliance with all manufacturing and product regulations and marketing practices.

The [Superbrands](#) program has been an independent global brand rating authority for the past 29 years. The Superbrands title is awarded annually to the best brands from 90 countries around the world based on uniform criteria selected by an independent expert commission, the Superbrands Brand Council, made up of experts from the fields of business, communication, marketing, media and market research.

ČTK publishes an image supplement to the report, which is available at <http://www.protext.cz>.





LINK:

https://www.ceskenoviny-cz.translate.goog/tiskove/zpravy/ceska-znacka-liqua-ziskala-oficialni-oceneni-superbrands-award-2022-na-akci-superbrands-tribute-event/2279101?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

CZECH SUPERBRANDS

CZECH SUPERBRANDS 2014–2022 AWARD

The Superbrands Award 2022, which is awarded annually to brands in more than 90 countries around the world, knows its owners. **One of the awardees is also the Vileda brand of Freudenberg Home and Cleaning Solutions s.r.o., which received the award as an expression of recognition for quality services and excellent business results. The Vileda brand has been receiving awards regularly since 2014, which proves especially the satisfaction of customers with its products that save time and effort when cleaning the household and other spaces.**

This year, the award was again awarded by the Brand Council expert committee, made up of experts from the fields of business, communication, marketing, media and marketing research, which in addition to its judgments is also based on a survey of customer preferences.

About Superbrands

Superbrands International Organization - the most recognized independent global authority in the field of evaluation and valuation of commercial brands

The cradle of the international Superbrands organization is Great Britain, where the project was created in 1994 and from which it has spread to almost 90 countries across 5 continents in more than 20 years.

In the Czech Republic, the project was implemented already at the beginning of the new millennium and renewed again in 2013. The main goal of the project is to identify the best of the best brands in the local markets every year based on unified criteria and methods.

The brand evaluation process in each country consists of several rounds. In the last stage of the selection, the Brand Council expert committee, which consists of professionals from business, marketing, media, communication or marketing research connected with the given region, has the decisive word. Superbrands awards are given to brands with an excellent reputation - customers associate significant values with them and have a personal relationship with them. Since 2014, there are 2 categories that take into account the focus of brands on B2C (Superbrands awards) and B2B (Business Superbrands). While the former are publicly known and encountered by consumers every day in the retail sector, corporate brands are important players in specialized sectors of industry, agriculture and commerce.

More information about Superbrands: czechsuperbrands.com



LINK:

https://www.vileda-cz.translate.google.com/oceni-czech-superbrands?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc



UNCATEGORIZED INTERESTING THINGS FROM RETAIL

Czech Superbrands awarded the TOP brands of the Czech Republic for 2022

Jan Follprechtova 27/09/2022

Czech Superbrands presented the award-winning brands for 2022 as part of the Tribute Event gala. At the 10th anniversary Superbrands awards ceremony, in addition to companies, exceptional personalities and organizations with a significant contribution to society received special awards.

The tenth year of the Czech Superbrands award ceremony, which took place on September 21, 2022 in the National House in Vinohrady, was exceptional not only because of the great brands, but also because of the jubilee. Ten years of successful activity on the market with the privilege of awarding the best brands in the Czech Republic was an additional reason why this year's event had an even more special atmosphere. ***"The Superbrands program in the Czech Republic is our long-term ten-year project, which we had to build almost from scratch - albeit with a strong international background and experience. The period around the birth of a child, its first steps and growing up are certainly unforgettable in the life of a family. As our family grew, we too had to look for bigger and bigger spaces for family celebrations, invite more and more relatives and make an ever bigger spectacle"***, said András Wiskidenszky, regional director of Czech Superbrands.

And that the gala evening was a celebration, as befits a round anniversary, with more than almost 200 guests from among representatives of award-winning brands, judges, representatives of public life and experts in branding and marketing. The festive evening was accompanied by the actor Vladimír Polívka and the presenter sensation Tomášek Hrnčíř. The artistic experience was provided by the young and extraordinarily talented musicians Šesták brothers, who also impressed the jury of the well-known competition America has talent.



Exceptional stories on the Czech market

Companies do not apply for the selection of elite Superbrands, as they are selected based on prestige, innovation and brand awareness on the Czech market. The Superbrands seal of quality reflects the strength, stability and persistence of the award-winning brands and their ability to push boundaries, innovate and continuously improve. Their business results and the strength of their brand speak for them. In order to become Superbrands, brands must not only have great products and services, but also an excellent reputation and a strong story. You'll find them every year **in the exclusive Superbrands Yearbook**, which serves as a reminder of success not only thanks to its customized covers, but also its respectable scale.

This year, 47 brands won the Consumer Superbrands award and 17 won the Business Superbrands award. Among the Superbrands were brandies awarded for the first time, as well as brands that received this award for the tenth time.

Honorary award for People in Need

The winner of the Honorary Superbrand special award **for the year 2022** was the **People in Need Foundation (ČvT)**, which started helping wherever it is needed thirty years ago, as its founders themselves say, **"spontaneously, activistically, voluntarily, somewhat chaotically and a certain amount of romantic ideas about oneself and the world"**. But with the unwavering conviction that they are doing the right thing and changing the world for the better. Fast forward three decades, People in Need is the largest non-governmental organization in the Czech Republic, with more than 2,000 employees working for it.

They help in 70 countries around the world, from the Czech Republic to Cambodia to Ukraine. It was there that the organization managed to send humanitarian aid in the amount of more than 400 million crowns since the first weeks of fighting. ***"It started 30 years ago with a simple need to help, freedom also brought a sense of co-responsibility. A group of volunteers convinced the Czech public that they could do it and deliver concrete aid to wars and crisis areas. A lot has changed, the values have remained: respect and humility for those with and for whom we work, self-confidence and courage in the face of the world, obstacles, politicians, goal-setting, results-oriented and impact-orientation,"*** says Šimon Pánek, CEO of the organization man in need .

Personality of the year is Iva Janžurová

In 2022, **actress Iva Janžurová received the title of Superson – Person of the Year 2022 based on the nomination of an expert jury and public vote.** When you think of a Czech actress with style and nobility, many people immediately think of Iva Janžurová. This is a sign of the power of personal branding. During her rich career, she played in more than 350 films, series, fairy tales, television productions, but also created legendary sketches. The expert jury of the Brand Council was charmed by her charm, talent and drive, which could not be overlooked even by her granddaughter, who came to accept the award for Iva Janžurová.



List of Czech Superbrands 2022 awarded brands
Consumer Superbrands

Bepanthen, BMI BRAMAC, Brit, Carlson, COSTA COFFEE, DEDRA, dm drogerie markt, Dormeo, DOUGLAS, EKONOMICKÉ STAVBY, ELECTRO WORLD, FITHAM, FRANZ

JOSEF KAISER, GECO, GENERALI ČESKÁ POJIŠTOVNA, HERBALIFE, Ionic-CARE, IQOS, Kaufland, Jewels AURUM, Kores, LIQUA, LITE, Marianne, Marlenka, MetLife, Oresi, OZP – Oborová zdravotno pojišťovna, Pangamin, PE-PO, PIEDRA, PRE PRAGSKÁ ENERGETIKA, Prima, RE/MAX, SCANquilt, srovnejto.cz, Starkl, super zoo, TANTUM VERDE, TEREZIA, Vest, Vileda, VINSELEKT MICHLOVSKÝ, VŠFS, Weber, YES VISAGE, and Zásilkovna

Business Superbrands

ALEF, Berlitz, BRAND CONCEPT, DAKO-CZ, EGAP, EKOBAL, FENIX, Gebrüder Weiss, LABEL design, Marketup, SOUDAL, SWS, Top Vision, TORK, UNIQA, VM Footwear and Zátiší catering

About program

Superbrands is the most recognized independent global authority on brand evaluation and valuation. The Superbrands title is a sign of special status and recognition of the brand's special position on the local market. The Superbrands seal is awarded to brands with an excellent reputation - customers associate significant values with them and have a personal relationship with them. Since its inception in Great Britain, the project has gained worldwide recognition and today the Superbrands award is recognized as a special award that, based on unified criteria and methods, annually identifies the best of the best brands in more than 90 countries on 5 continents.

LINK:

https://www.mistoprodeje-cz.translate.goog/nezarazene/czech-superbrands-ocenili-top-znacky-ceske-republiky-za-rok-2022/?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

SWS has won the 2022 Business Superbrands Award

ZUZANA BIČÍKOVÁ

27/09/2022

Reading time: **1 minute**



Author: © Boca - Fotolia.com

The tenth year of the Czech Superbrands award ceremony took place on September 29, 2022 in the National House building in Vinohrady.

The **Czech Superbrands** project presented the award-winning brands for 2022 as part of the *Tribute Event* gala . At the 10th annual Superbrands awards ceremony, **SWS** received another award in a row, namely in the *Business Superbrands for 2022* category .

To become a member of the Superbrands club, a brand must not only have high quality and an excellent reputation, but also a strong story. These are recorded every year in the Superbrands yearbook and serve as a memento of the success and strong position of the award-winning brands on the Czech market.

" The Superbrands seal of quality reflects the strength, stability and determination of the award-winning company SWS as and its ability to push boundaries, innovate and constantly improve. We are all the more pleased that even in difficult times we were able to maintain our position on the market and defend another prestigious Superbrands award ," said **Evžen Varadinek** , CEO and Chairman of the Board of Directors of SWS.

Source: SWS

LINK:

https://www-channelworld-cz.translate.goog/clanky/sws-ziskala-cenu-business-superbrands-pro-rok-2022/?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

"Czech Superbrands Tribute Event 2022"

We would like to share great news - Costa Coffee is once again among the Superbrands! The Superbrands seal of quality reflects the strength, stability and determination of the award-winning brands and their ability to push boundaries, innovate and continuously improve.

Companies are not nominated for the Superbrands selection and it is not possible to apply for it. Brands are selected based on prestige, innovation and brand awareness on the Czech market. And Costa Coffee is among them!

As part of the awards ceremony in September 2022, we proudly accepted our award and thus became one of the winners in the Consumer Superbrands category.

Thank you!



LINK:

<https://www.lagardere--tr-cz.translate.goog/cs/czech-superbrands-tribute-event-2022? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc>

Czech Business Superbrands 2022

Publication date: 02/04/2022

Czech Business Superbrands 2022

We are happy to announce that we have been awarded the title "Czech Business Superbrands 2022" for our efforts and hard work. We managed to defend the title for the third year in a row. We appreciate it very much. Thank you

DIPLOM

Superbrands Business Brand Council
ohodnotil cenou
Czech Business Superbrands 2022
značku

HANYŠ



András Wiszkidenszky
Regional Director
Superbrands CE



Josef Kratochvíl
President of the Brand Council
Czech Superbrands

Superbrands

LINK:

[https://www-hanys-cz.translate.google.com/translate/https://www-hanys-cz.translate.google.com/o-nas/novinky/czech-business-superbrands-2022-153.html? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc](https://www-hanys-cz.translate.google.com/translate/https://www-hanys-cz.translate.google.com/o-nas/novinky/czech-business-superbrands-2022-153.html?x_tr_sl=cs&x_tr_tl=en&x_tr_hl=en&x_tr_pto=sc)

DPD received the Czech Business Superbrands award for 2022. The company successfully passed a multi-round selection process



CEO of DPD Miloš Malaník with the award.author: DPD

2/8/2022 **7:09 PM** / 1 minute reading

[LOGISTICS](#) [PARCEL SERVICES](#) [VALUATION](#)

Parcel carrier DPD received the Czech Business Superbrands award for 2022. According to this award, it is among the strongest brands in the Czech Republic in the field of business or industrial brands.

The most important goal of the global Superbrands organization is to pay tribute to the most successful brands in the field of branding and to bring strong brands operating on the Czech market to the attention of consumers and the professional public.

The Superbrands rating is independent and already operates in 90 countries around the world. When nominated in the Czech Republic, it is based on all registered trademarks released by the Industrial Property Office. Nominated companies go through a multi-round selection process, followed by a consumer survey, and the Brand Council expert committee has the final say.

LINK:

https://logistika-ekonom-cz.translate.goog/c1-67031840-dpd-ziskala-oceneni-czech-business-superbrands-za-rok-2022-firma-prosla-uspesne-vicekolovym-vyberovym-rizenim?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

TEREZIA DEFENDED THE PRESTIGIOUS CZECH SUPERBRANDS AWARD FOR THE SECOND TIME

The TEREZIA brand, under which you can
find



unique nutritional supplements and other products from beneficial mushrooms and plants in pharmacies in the Czech Republic and Slovakia, won the prestigious Czech Superbrands award for 2022. The award is the most respected independent authority in the field of brand valuation in the local market. The Superbrands seal is awarded to brands with an excellent reputation – customers associate significant values with them and have a

personal relationship with them. These brands are also called Love brands. TEREZIA stands alongside prominent brands from various industries and significantly increases its value and respectability on the nutritional supplements market.

The Superbrands program started 20 years ago in Great Britain. Since then, it has become popular all over the world and today the Superbrands Award is recognized as a special award in 90 countries on 5 continents. From the beginning, the goal was to pay tribute to the most successful brands, to present them and to raise the visibility of exceptionally strong brands operating on the local market. Market participants who would like to develop and be inspired by the best are presented with examples worth following. Awarded brands will receive the right to use the prestigious award, the Superbrands gold plaque. Individual brands cannot apply to the Superbrands program and must go through a demanding independent selection process. The evaluation criteria include, for example, customer preferences, economic indicators and especially the opinion of the expert jury. The rating is proof of positive feedback and strong brand awareness for the company. The Superbrands program has been in place in the Czech Republic since 2013.

The TEREZIA brand is a brand of the family company TEREZIA COMPANY, which has been operating on the market for more than 30 years and primarily develops original nutritional supplements from medicinal mushrooms and plants. In 2004, the company was the first to launch a nutritional supplement containing oyster mushrooms on the market, thus opening a completely new segment on the entire pharmacy market. Currently, the company already has more than 60 products in its portfolio. It is based on the purity of its products without the content of chemical substances and on the quality of raw materials, which is regularly checked by independent institutions. All TEREZIA nutritional supplements must have a SZÚ Health Safety Certificate in order to be placed on the market. Thanks to its own production, which meets the strictest certifications, it can control the entire production process and bring customers quality products from proven raw materials.


DIPLOM

Superbrands Brand Council
ohodnotil cenou
Czech Superbrands 2020
značku

TEREZIA



András Wiszkidenszky
Regional Director
Superbrands CE



Josef Kratochvíl
President of the Brand Council
Czech Superbrands

The word "Superbrands" in a white serif font, positioned over a background of blue and teal vertical bars of varying heights. A large teal arrow points upwards from the bottom left towards the top right, passing behind the bars.

DIPLOM

Superbrands Brand Council
ohodnotil cenou
Czech Superbrands 2021
značku

TEREZIA



András Wiszkidenszky
Regional Director
Superbrands CE



Josef Kratochvíl
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Czech Superbrands

Superbrands
The Universal Seal of Excellence

DIPLOM

Superbrands Brand Council
ohodnotil cenou
Czech Superbrands 2022
značku

TEREZIA



András Wiszkidenszky
Regional Director
Superbrands CE



Josef Kratochvíl
President of the Brand Council
Czech Superbrands

Superbrands

LINK:

https://www-terezia-sk.translate.google.com/czech-superbrands/?x_tr_sl=sk&x_tr_tl=en&x_tr hl=en&x_tr_pto=sc

Valuation

We want to stay in shape, which is why we regularly participate in competitions in the Czech Republic and throughout Europe. Not only the expert judges, but especially the customers themselves have already praised Kaufland many times and we appreciate that the most. We have recently won, for example, the Merchant of the Year or Superbrands awards.

- Superbrands
- Valuation of products
- Company presentation

Superbrands

Kaufland - Superbrands 2022



We won the Superbrands award for the ninth time in a row. Product quality, professional customer service and a modern shopping environment are a matter of course for us.

We appreciate that we are once again among the best brands. Superbrands is a recognized independent global authority on brand evaluation and valuation.

LINK:

https://spolecnost-kaufland-cz.translate.google.com/translate/oceni.html?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

SWS took the award in the Business Superbrands category for 2022

3 October 2022. (editor: František Doupal, source: SWS)

Czech Superbrands presented the award-winning brands for 2022 at the Tribute Event gala. At

the 10th annual Superbrands awards ceremony, SWS received another award in a row, in the Business Superbrands category for 2022.



The tenth year of the Czech Superbrands award ceremony, which took place on September 29, 2022 in the building of the National House in Vinohrady, was exceptional not only because of the great brands, but also because of its size.

In order to become a member of the elite Superbrands club, a brand must not only have high quality and an excellent reputation, but also a strong story. These are recorded every year in the Superbrands yearbook and serve as a memento of the success and strong position of the award-winning brands on the Czech market.

"The Superbrands seal of quality reflects the strength, stability and determination of award-winning SWS and its ability to push boundaries, innovate and continuously improve. We are all the more pleased that even in difficult times we were able to maintain our position on the market and defend another prestigious Superbrands award," said Evžen Varadinec, CEO and Chairman of the Board of Directors of SWS.

LINK:

https://www-rmol-cz.translate.google/novinky/sws-prevzala-oceneni-v-kategorii-business-superbrands-pro-rok-2022?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

Superbrands 2022: the Authority brand won the award for the second time! Who and what is behind its success?



The Authority brand defended the [Slovak Superbrands](#) award for 2022 as well. It is still very popular among our customers, which in turn makes us happy.

"As a team and intensively, every day we bring challenges to improve. We listen to our customers and try to make their dreams come true. We want to be with them in their daily pursuit of goals. To be better in sports, to bring more joy in everyday life is why we create and improve our brand AUTHORITY."

Ing. Gabriel Galestok

CEO and Commercial Director of PPG Group. ro, the company operating the sports network EXIsport

History

A big challenge when establishing a brand, or of the EXIsport network of sports stores, was **to bring customers quality sportswear at affordable prices**. Therefore, in addition to selling branded clothes and shoes, the team of designers also started to create their own collections:

- [sports clothing](#)
- hiking shoes
- various sports accessories

They gradually became popular among customers and different age groups. **Private brands have developed and improved to the form we know them and you know them today.**

Leaders among private brands

Gradually, the Authority and Everett brands also became among the best-selling brands.

- **Authority** – this is quality footwear and modern sportswear, including socks, swimwear, t-shirts, tracksuits, functional thermal underwear and the popular ski jackets and ski pants
- **Authority Kids** – a popular and playful collection of clothing and sports shoes for children
- **Everett** – this is a brand designed for hikers who can find [functional hiking shoes](#), backpacks for hiking and a renewed collection of hiking clothing.

Innovation

The most successful private brand in EXIsport is undoubtedly the Authority brand. If we look at the numbers, it **successfully competes in terms of sales with other global brands** and enjoys great popularity. It has a playful character that is appreciated by young and old lovers of sports and fashion. At EXIsport, we simply want the purchased product to bring you joy and make you feel good about it. That is why we emphasize affordable prices. **The philosophy is to deliver quality products and current fashion at a reasonable price.**

In addition to sport fashion clothing, functional SKI clothing also found its customers. **The Authority brand has been on the market for 15 years and has undergone a natural evolution during that time.** In 2019, the Authority logo also underwent a significant change, and the division of production into four groups according to functional segments was also redesigned:

- **Authority Fashion** - casual fashion clothing for adults
- **Authority Ski** – functional winter ski clothing
- **Authority Pro** – functional training clothing
- **Authority Kids** - clothing and footwear for children

LINK:

https://www-exisport-cz.translate.goog/smartblog/379_superbrands-2022-znacka-authority-ziskala-oce.html? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc

Already the eighth Superbrands award for the brand DEDRA



International organization Superbrands - the most recognized independent global authority in the field of evaluation and

valuation of commercial brands originating in Great Britain, where the project was created in 1994 and from which it has spread to almost 90 countries across 5 continents in more than 20 years.

The main goal of the project is to annually identify the best of the best brands in local markets based on unified criteria and methods .

The brand evaluation process in each country consists of several rounds. In the last stage of the selection, the Brand Council expert committee, which consists of professionals from business, marketing, media, communication or marketing research, has the decisive word.

Its award **is decided by a committee of experts** called the Brand Council, which is based on a consumer survey by the GfK agency and several previous stages of the selection process. Subsequently, the winning brands that received the CZECH SUPERBRANDS award are announced. The evaluated brands can then use the SUPEBRANDS logo on their products and communicate this award to their customers.

"The Superbrands award goes to brands with an excellent reputation - customers associate significant values with them and have a personal relationship with them."

The award is the eighth in a row for DEDRA

On the basis of strict criteria, only a select fraction will make it into the narrow spectrum of award-winning brands operating on our market. Parameters such as:

- **brand awareness**
- **brand building**
- **innovation or prestige**

Getting the Superbrands award again is not a matter of course for previously chosen brands. The brand has to prove in each new period that it has not compromised its qualities and it rightfully deserves this title.



"The brand has to prove in each new period that it has **not compromised its qualities** and it rightfully deserves this title."



You can find more about the individual awards in the hot news articles.

[We won the Superbrands award for the first time in 2015.](#)

We won the second [Superbrands award in 2016.](#) This year we also prepared a [report for you from the Tribute Event 2016.](#)

We were [awarded Superbrands for the third time in 2017](#) . On the evening [of the Tribute Event, we danced in Let's Dance style](#) .

We won the beautiful [4th Superbrands award in 2018.](#) This year, the [Tribute Event was dedicated to the 100th anniversary of the Republic.](#)

We won the fifth award in 2019. You [can find more about the Tribute event in the article from Večerní Praha.](#)

We were very pleased with the award for 2020. It is DEDRA's 6th award in a row and [you can](#)

[find more information about the awarded brands for 2020 here.](#)

We also defended the award in 2021 and 2022, and we greatly appreciate our placement in this prestigious program.

LINK:

https://www-dedra-cz.translate.goog/cs/superbrands? x tr sl=cs& x tr tl=en& x tr hl=en& x tr_pto=sc

After another record year, DAKO-CZ won the prestigious Business Superbrands 2022 award

25/05/2022

Chrudim Region - DAKO-CZ, a manufacturer of brake systems and components, received the prestigious Business Superbrands 2022 award. The Třemošnica company, which celebrated its 205th anniversary last year, is experiencing a very successful period. In 2021, DAKO-CZ achieved a turnover of 1.56 billion and EBITDA reached 392 million crowns. Since 2019, when the company broke the billion dollar turnover, its sales have grown by roughly twenty percent every year. Due to the fulfillment of orders, this year can be expected to be similarly successful.

Last year, DAKO-CZ expanded and regrouped the assembly hall, worked on logistics flows in production in order to make it as efficient as possible. At the same time, it founded a subsidiary in Ostrava, DAKO-CZ Machinery, which focuses primarily on series production intended for the Indian market. Last year, the industrial and technological holding Czechoslovak Group became the 100% owner of the company, which employs 600 employees.



"We greatly appreciate the Business Superbrands 2022 award. Although we are a company operating in the B2B segment, we are happy that our brand is becoming sufficiently strong and prestigious and goes beyond the borders of the region in which we historically operate. Of course, this goes hand in hand with business results. I am very happy that we have had another record year. For several years now, I have been saying that we are building a company with a two-billion turnover as we go, so I believe in its further growth," says Lukáš Andrýsek, chairman of the board of DAKO-CZ.

This year, DAKO-CZ will, among other things, start serial production for London subway sets. It is a prestigious metro order, the largest to date, which the company has implemented in nearly twenty years of cooperation with Siemens Mobility. By 2025, a total of 94 new nine-piece subway sets that will be operated on the Piccadilly Line will be fitted with brake components from DAKO-CZ. The total value of the contract, which can be increased by possible options, reaches 100 million crowns.

In addition to Siemens, DAKO-CZ supplies other global manufacturers such as Stadler, Tatrabagónka Poprad, and recently also the Spanish company Talgo. A significant part of the turnover is generated by DAKO-CZ with orders intended for the Indian market. In

addition to brake systems and components for freight and passenger rail transport, DAKO-CZ also supplies its products to the already mentioned metro sets and tram manufacturers. An important customer here is the Polish company Modertrans. The company exports 77 percent of its total production. Service is also an important part of DAKO-CZ services. Every year, the company directs significant investments to support research and development.

The Business Superbrands award is decided by the company's business results, brand awareness, brand building, innovation or prestige. The main word for its award rests with the expert committee of the Business Brand Council, made up of professionals from business, communication, media and marketing research. DAKO-CZ is one of the few companies operating in the B2B segment that received an award in 2022.

About DAKO-CZ, as

DAKO-CZ is a leading manufacturer of pneumatic, electromechanical and hydraulic brake systems for rolling stock with more than 205 years of tradition. The company with an annual turnover exceeding one and a half billion crowns, 77% of which is foreign orders, is based in Třemošnice in Eastern Bohemia. The owner of the company is the Czechoslovak Group.



DAKO-CZ supplies brake systems and components for trucks and passenger cars, suburban units, locomotives, metro and tram cars. In addition to the companies Stadler Rail Group, Tatravagónka Poprad, and Siemens Mobility, important customers of DAKO-CZ products include, for example, Škoda Transportation as and České Dráhy. DAKO rolling stock with brake systems or components are operated not only in Europe, but also, for example, in China, India, Malaysia, Indonesia, Algeria and Saudi Arabia, where it cooperates with global manufacturers of rolling stock and rail transport operators. The company has its own development, has a modern testing laboratory and a design workplace. In addition to production, DAKO-CZ also develops brake systems and their subsequent service.

In 2020, DAKO-CZ opened a new service center on its premises. Due to order fulfillment, the company expanded the production hall in 2020 and completely innovated the logistics, resulting in a significant increase in production capacity. In 2020, DAKO-CZ started deliveries to a new customer, the Spanish company TALGO, specifically for its sets intended for Egypt. Other orders went to, for example, Poland, Slovenia, Austria or India. In 2020, DAKO-CZ placed second in the Pardubice Region Company of the Year competition, in 2021 the company already won the competition.

Source and photo: PP Partners Prague

LINK:

<https://www.pardubicezive-eu.translate.goog/dako-cz-ziskalo-po-dalsim-rekordnim-roce-prestizni-oceneni-business-superbrands-2022/? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc>

Czech Superbrands awarded the TOP brands for 2022. Actress Iva Janžurová became the personality of the year

BY THE EDITORS · 25.9.2022

Czech Superbrands presented the award-winning brands for 2022 as part of the Tribute Event gala. At the 10th anniversary Superbrands awards ceremony, in addition to companies, exceptional personalities and organizations with a significant contribution to society received special awards.

The tenth year of the Czech Superbrands award ceremony, which took place on September 21, 2022 in the National House in Vinohrady, was exceptional not only because of the great brands, but also because of the jubilee. Ten years of successful activity on the market with the privilege of awarding the best brands in the Czech Republic was an additional reason why this year's event had an even more special atmosphere. *"The Superbrands program in the Czech Republic is our long-term ten-year project, which we had to build almost from scratch - albeit with a strong international background and experience. The period around the birth of a child, its first steps and growing up are certainly unforgettable in the life of a family. As our family grew, we too had to look for bigger and bigger spaces for family celebrations, invite more and more relatives and make an ever bigger spectacle"*, said **András Wiszkidenszky**, regional director of Czech Superbrands.

And that the gala evening was a celebration, as befits a round anniversary, with more than almost 200 guests from among representatives of award-winning brands, judges, representatives of public life and experts in branding and marketing. The festive evening was accompanied by the actor Vladimír Polívka and the presenter sensation Tomášek Hrnčíř. The artistic experience was provided by the young and extraordinarily talented musicians Šesták brothers, who also impressed the jury of the well-known competition America has talent.







Exceptional stories on the Czech market

Companies do not apply for the selection of elite Superbrands, as they are selected based on prestige, innovation and brand awareness on the Czech market. The Superbrands seal of quality reflects the strength, stability and persistence of the award-winning brands and their ability to push boundaries, innovate and continuously improve. Their business results and the strength of their brand speak for them. In order to become Superbrands, brands must not only have great

products and services, but also an excellent reputation and a strong story. You'll find them every year **in the exclusive Superbrands Yearbook**, which serves as a reminder of success not only thanks to its customized covers, but also its respectable scale.

This year, 47 brands won the Consumer Superbrands award and 17 won the Business Superbrands award. Among the Superbrands were brandies awarded for the first time, as well as brands that received this award for the tenth time.

Honorary award for People in Need

The winner of the Honorary Superbrand special award **for the year 2022** was the **People in Need Foundation (ČvT)**, which started helping wherever it is needed thirty years ago, as its founders themselves say, *"spontaneously, activistically, voluntarily, somewhat chaotically and a certain amount of romantic ideas about oneself and the world"*. But with the unwavering conviction that they are doing the right thing and changing the world for the better. Fast forward three decades, People in Need is the largest non-governmental organization in the Czech Republic, with more than 2,000 employees working for it.

They help in 70 countries around the world, from the Czech Republic to Cambodia to Ukraine. It was there that the organization managed to send humanitarian aid in the amount of more than 400 million crowns since the first weeks of fighting. *"It started 30 years ago with a simple need to help, freedom also brought a sense of co-responsibility. A group of volunteers convinced the Czech public that they could do it and deliver concrete aid to wars and crisis areas. A lot has changed, the values have remained: respect and humility for those with whom we work and for whom, self-confidence and courage in the face of the world, obstacles, politicians, a push for the goal, orientation towards results and impact"*, says **Šimon Pánek**, CEO of the organization "Man in Need".

Personality of the year is Iva Janžurová

In 2022, actress **Iva Janžurová** received the title of **Superson – Person of the Year 2022 based on the nomination of an expert jury and public vote**. When you think of a Czech actress with style and nobility, many people immediately think of Iva Janžurová. This is a sign of the power of personal branding. During her rich career, she played in more than 350 films, series, fairy tales, television productions, but also created legendary sketches. The expert jury of the Brand Council was charmed by her charm, talent and drive, which could not be overlooked even by her granddaughter, who came to accept the award for Iva Janžurová.

List of Czech Superbrands 2022 awarded brands :

Consumer Superbrands

Bepanthen, BMI BRAMAC, Brit, Carlson, COSTA COFFEE, DEDRA, dm drogerie markt, Dormeo, DOUGLAS, EKONOMICKÉ STAVBY, ELECTRO WORLD, FITHAM, FRANZ JOSEF KAISER, GECO, GENERALI ČESKÁ POJIŠTOVNA, HERBALIFE, Ionic-

CARE, IQOS, Kaufland, Jewels AURUM, Kores, LIQUA, LITE, Marianne, Marlenka, MetLife, Oresi, OZP – Oborová zdravotno pojišťovna, Pangamin, PE-PO, PIEDRA, PRE PRAGSKÁ ENERGETIKA, Prima, RE/MAX, SCANquilt, srovnejto.cz, Starkl, super zoo, TANTUM VERDE, TEREZIA, Vest Vileda, VINSELEKT MICHLOVSKÝ, VŠFS, Weber, YES VISAGE, Zásilkovna.

Business Superbrands

ALEF, Berlitz, BRAND CONCEPT, DAKO-CZ, EGAP, EKOBAL, FENIX, Gebrüder Weiss, LABEL design, Marketup, SOUDAL, SWS, Top Vision, TORK, UNIQA, VM Footwear, Still life catering

[Superbrands](#) is the most recognized independent global authority on brand evaluation and valuation. The Superbrands title is a sign of special status and recognition of the brand's special position on the local market. The Superbrands seal is awarded to brands with an excellent reputation - customers associate significant values with them and have a personal relationship with them. Since its inception in Great Britain, the project has gained worldwide recognition and today the Superbrands award is recognized as a special award that, based on unified criteria and methods, annually identifies the best of the best brands in more than 90 countries on 5 continents.

LINK:

<https://www.vecerni--praha-cz.translate.goog/czech-superbrands-ocenili-top-znacky-za-rok-2022-osobnosti-roku-se-stala-herecka-iva-janzurova/? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc>

ASEKOL WAS AWARDED THE PRESTIGIOUS CZECH BUSINESS SUPERBRANDS TITLE FOR THE THIRD TIME!

23/05/2022

The ASEKOL collective system has once again defended the prestigious award, and the ASEKOL brand is thus among the Czech Business Superbrands for 2022 as well!

Superbrands is the most recognized independent global authority on brand evaluation and valuation. The Superbrands title is a sign and recognition of the brand's excellent position on the local market. Based on unified criteria and methods, this award annually identifies the best of the best brands in nearly 90 countries on five continents.

We are proud of the fact that we stood up to tough competition again this year and were awarded for the third time for our long-term efforts and

diligence. These results prove that ASEKOL is a successful brand that has been on the market for more than 17 years.

Thank you to everyone who is part of ASEKOL!



LINK:

https://www-asekol-cz.translate.goog/aktuality/spolecnost-asekol-byla-jiz-potrety-ocenena-prestiznim-titulem-czech-business-superbrands/?_x_tr_sl=cs&_x_tr_tl=en&_x_tr_hl=en&_x_tr_pto=sc

MetLife insurance company won the Czech Superbrands award for the third time in a row

In the jubilee tenth year of the awarding of the prestigious Czech Superbrands awards for the most important brands in the country, the insurance company MetLife once again excelled. With the title of Czech Customer Superbrands 2022, it follows on from its position in the previous two years. In the midst of strong competition from brands across sectors, it once again established itself as the only life insurance company in the Czech Republic.

"MetLife insurance company has been on the Czech market for exactly 30 years this year." From the beginning, her wish was to build a strong brand in the Czech Republic and then be able to maintain her good reputation in the long

term. A clear sign that our wishes are coming true is that we have won the Czech Consumer Superbrands award three times in a row. In the coming years, too, we will make sure that we always present ourselves to clients as providers of top services and quality products," summarizes Milan Drdoš, Marketing and Communication Head of MetLife insurance company .

The Superbrands program has been operating in the Czech Republic for a decade and regularly awards the best Czech brands in several categories. They are selected using independent three-round remeasurement and comparison based on many factors. The nomination is based on the results of business data , then a list of semi-finalists is selected based on a consumer survey, from which the expert committee selects the final list of awardees. More than a million brands are registered in the Czech Republic , but only the best can become Superbrands.

The Superbrands program originated in Great Britain , but gradually spread to more than 90 countries on 5 continents. Classification among Superbrands means for the company above all that it belongs to the absolute top among the competition. These brands are an example worth following for other companies as well. The Superbrands program therefore tries to make them visible and raise awareness about them, so that they can become a real inspiration for other companies.

LINK:

[https://www-kurzy-cz.translate.google.com/translate/634464-pojistovna-metlife-ziskala-po-treti-v-rade-oceneni-czech-superbrands/? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc](https://www-kurzy-cz.translate.google.com/translate/634464-pojistovna-metlife-ziskala-po-treti-v-rade-oceneni-czech-superbrands/?x_tr_sl=cs&x_tr_tl=en&x_tr_hl=en&x_tr_pto=sc)

The expert jury of the Business Brand Council of the Czech Republic awarded Gebrüder Weiss the Czech Business Superbrands 2022 award. "We are happy that for the second time in a row we have succeeded in the evaluation of a large team of experts in the field of business and marketing. For us, the Czech Business Superbrands 2022 title is confirmation that the high level of services we provide has not decreased. We consider the awarding of this title a success for our entire team," says Jan Kodada, director of business and marketing at Gebrüder Weiss CR.

The Superbrands evaluation project has been identifying top brands in more than 90 countries on the basis of unified criteria and methods for over twenty years. In the Czech Republic, where this year the activity will celebrate 10 years of operation, approximately 2.1 million trademarks from all industrial fields, including international and global companies, are registered. Brands do not have the opportunity to apply for the Superbrands program, nominations are based on the

current database of registered trademarks, which is provided by the Industrial Property Office for these purposes.



"At Gebrüder Weiss, we are constantly working to ensure that our core values - i.e. independence, sustainable development, commitment and perfect service - are reflected in everything we do and realize. Whether it is the delivery of services to our customers, participation in the testing of alternative drives in freight transport, the implementation of innovations that reduce the volume of routine and mechanical work of people or systems that increase our transparency and efficiency. The title of Superbrands 2022 proves that our efforts

bring, in the opinion of experts, tangible results that create the potential for competitive advantages for our clients," adds Jan Kodada.

LINK:

<https://transport--journal-cz.translate.goog/gebruder-weiss-se-radi-mezi-superbrands-roku-2022/? x tr sl=cs& x tr tl=en& x tr hl=en& x tr pto=sc>