

SLOVAKIA MEDIA 2022

Tribute Event held 6 October, 2022 at the Radisson BLU Carlton Hotel, Bratislava. Hosted by Vera Wisterová and entertained by Funkiez. Honorary Superbrand Award 2022: People in Need/ Človek v ohrození.

LINK:

<https://www.youtube.com/watch?v=mJ3wCgTHCWo>

ENVI - PAK RECEIVED THE SUPERBRANDS 2021 AWARD

What does it mean to belong to the elite? You must be something special, successful, belong to the best. And that's what the ENVI - PAK brand managed for the fourth year in a row. The Brand Council's committee of experts in the Slovak Superbrands program once again awarded ENVI - PAK the Slovak Business Superbrands Award 2021.

"The Superbrands award is a confirmation of the quality of our services and an encouragement to our clients and partners that they are at the right address with us. We are honored to belong to the good company of holders of the Superbrands seal. It means that our ENVI - PAK brand has had a special position and an excellent position on the local market for four consecutive years," stated Hana Nováková, CEO of PRO ENVI - PAK, who received the Superbrands 2021 award at the award ceremony on October 13. The Superbrands Award is decided by the Business Brand Council expert group based on information provided by BISNODE and Dun&Bradstreet. The members of the Brand Council are recognized experts in the field of marketing, communication and advertising.





LINK:

<https://envipak.sk/article/envi---pak-received-the-superbrands-2021-award>

SLOVAK SUPERBRANDS 2019–2022 AWARD



The Superbrands Award 2022, which is awarded annually to brands in more than 90 countries around the world, recognizes its owners. **One of the awardees is the Vileda brand of Freudenberg Home and Cleaning Solutions s.r.o., which received the award as a token of appreciation for quality services and excellent business results.**

This year, too, the award was given 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 - the most recognized independent global authority on brand evaluation and valuation

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

The Superbrands program resumed its activities in Slovakia in 2013. Since 2014, brands have been evaluated not only in the category of consumer

(Consumer Superbrands) but also in the field of business-to-business (Business Superbrands) brands. While the former are publicly known and encountered by consumers every day in the retail sector, business-to-business brands are important players in the specialized sectors of industry, agriculture and commerce. The goal of the Superbrands program is not only to pay tribute to the most successful brands, but also to present examples worth following for all who want to develop and inspire the best

More information about Superbrands: [slovaksuperbrands.com](https://www.slovaksuperbrands.com)

LINK:

<https://www.vileda.sk/ocenenie-slovak-superbrands>

The Ytong brand won the Business Superbrands Slovakia 2022 award

The expert jury of the Business Superbrands brand evaluation program once again awarded the Ytong brand with the Business Superbrands Slovakia 2022 award.



They say defending is harder than winning. This year's award of the Ytong brand and defense of membership in this elite club is all the more valuable after winning a diploma in the evaluation of Business Superbrands Slovakia brands last year.

The Superbrands International Brand Appreciation Program is the most recognized independent global authority on brand evaluation. For more than 20 years, it has been searching for and awarding the best of the best brands in more than 90 countries around the world. And in Slovakia, this year it celebrates its 10th anniversary. Over the course of a decade, the Superbrands seal has become synonymous in our market for brands with a specific position, excellent reputation and a unique product. Companies are not nominated for the Superbrands selection and it is not possible to apply for it.

"Defending the award for Ytong pleases us and obliges us at the same time. After all, in the coming years, we not only have to maintain strong support for the Ytong brand, but we also want to develop other product brands, such as Silka and Multipor. And we must not forget the umbrella brand of the company Xella, which represents one of the leading internationally active providers of solutions in the field of building and insulation materials and one of the world's largest manufacturers of autoclaved aerated concrete and silica-limestone blocks. At the same time, the demands of customers and partners are still growing. Well-managed communication must go hand in hand with equally well-organized production, trade, technical support, research, innovation, social responsibility and other activities that always influence the final perception of the brand." says Ing. Peter Markovič, CEO of Xella Slovakia and Xella CZ.

LINK:

<https://www-toptrendy-sk.translate.google.com/trendy/aktuality/1993-znacka-ytong-ziskala-cenu-business-superbrands-slovakia-2022? x tr sl=sk& x tr tl=en& x tr hl=en& x tr pto=sc>

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We received the Honorary Superbrands award

We have had successful months at People in Need. Not only did our team grow, but we also confirmed that we can pull together and support each other, even in times of crisis, such as the war in Ukraine. We believe that our work has meaning and we see the results of our efforts with our own eyes every day. That is why we are all the more pleased with the Honorary Superbrands award. It was received by our director Andrea Najvirtová at the gala evening.



Our director proudly accepted the Honorary Superbrands award. At People in Need, we are happy to be able to help those who find themselves in need. We are also pleased that our work is noticed by the people around us and that we can inspire others. On Thursday, October 6, our director Andrea Najvirtová took part in the 10th anniversary gala of the Superbrands awards. **She proudly accepted the Honorary Superbrands award.** *“Five years ago, when we were thinking about the way to communicate our work in the People in Need organization, I didn’t even think that the day would come when I would receive the Honorary Superbrands award for 2022. I am happy that we can inspire other people by communicating about our work. The award belongs to all my current and former colleagues, all individual and corporate donors, supporters. You are helping us to help,”* said our director.



We are very happy about the award

Only brands that have passed a strict selection process can be nominated for this award.

The commission is made up of leading and recognized marketing and communication experts who pursue two goals: to present examples worth following for all who want to develop and be inspired by the best, and at the same time to highlight exceptionally strong brands. In Slovakia, the Slovak Superbrands award has been awarded for ten years. **It conveys the history of the success of the most popular brands in Slovakia to professionals and the general public.** The international Superbrands Awards program was established in 1995 in Great Britain. Today, this respected award is given in almost a hundred countries. We are all very happy about the award. At the same time, it is a motivation for us to continue with meaningful work.

LINK:

<https://peopleinneed.sk/ziskali-sme-ocenenie-honorary-superbrands/>

FUMBI Received the Prestigious Superbrands Slovakia 2022 Award

We are the first crypto-investment company in Slovakia to be crowned one of the top brands on the market by the independent Superbrands program.



The International Superbrands program is the most prestigious independent global authority evaluating business brands. **Each year, they select the top brands on the market based on business performance and public opinion**

research. Those are then evaluated by the Brand Council, made up of experts on business, communication, marketing, and media.

Our Fumbi has joined the club of strongest brands. We've been on the market since 2018. Since then, we've acquired over 90,000 users and expanded into neighbours' markets. In 2021 we underwent a rebranding and managed to release the first crypto-investment TV advertisement in Europe.

„We are thrilled to join the prominent and respected companies that have already received this award, such as Kaufland, dm-drogerie markt, Mecom, and JOJ Group. In 2021 we substantially increased our staff and the number of communication activities. I am glad that it also shows in the form of this award,“ said about the success Boris Haško, our Chief Marketing Officer.

What is Superbrands

Global platform Superbrands has been awarding the best brands for 20 years in over 90 countries worldwide. They've been operating in Slovakia for over 10 years already. Companies cannot nominate themselves nor sign up.

Capitalise on the potential of crypto with us simply, safely, and with just a few clicks.
You can start at €50.

LINK:

<https://fumbi.network/en/news/fumbi-received-the-prestigious-superbrands-slovakia-2022-award/>

AUTHORITY

Gabriel Galestok

CCO - Chief Commercial Officer at EXIsport (obchodný riaditeľ) at PPG Group s.r.o.

1mo

SUPERBRANDS 2022 - AUTHORITY značka EXIsportu





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Sheikh Hassan Amjid

Our company manufacturer in garment items. at Nol sports

1mo

Our company well-professional manufacturer and exporter of all kind of textile and garment apparel. If you have any inquiry . Sheikh hassan amjid

LINK:

https://bd.linkedin.com/posts/gabriel-galestok-74376436_superbrands-2022-authority-značka-exisportu-activity-6986678996067348480-goab

EKOBAL

AWARDS

BUSINESS SUPERBRANDS 2022

The expert, independent jury of Business Superbrands Slovakia awarded the EKOBAL brand with the **Business Superbrands 2022 award again this year**. We managed to defend our position among the best brands in the B2B segment for the 5th year in a row. The Superbrands gold seal is synonymous with brands with exceptional status, great reputation and a unique product. EKOBAL relied on the value of responsible business and an innovative approach - in relation to business partners, its own employees, but also to the environment. We regularly expand our product portfolio with materials that are an ecological alternative to conventional oil-based packaging. The production program of packaging presses is also aimed in the same direction, representing an ideal solution for dealing with separated waste without burdening the environment. This philosophy is also linked to the support of activities to expand the ecological awareness of society.



LINK:

<https://www-ekobal-sk.translate.google.com/ocenenia? x tr sl=sk& 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?

10/07/22 157 Views



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.



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



BRAMAC received the Superbrands Slovakia 2022 award

The basis of a strong company is to know your brand - its strengths, market place and long-term vision.

The Superbrands brand evaluation program recognizes just such companies in 90 countries around the world based on performance indicators, consumer research and a jury composed of experts in business, marketing and branding.

We are happy to announce that the Bramac brand won the Superbrands Slovakia 2022 award again this year.

It thus became the **best representative of the roofing category**, which is the merit of its high knowledge of customers, positive image, innovative strength and targeted marketing activities. We attach the certificate for inspection:

LINK:

<https://bramac-sk.translate.google.com/aktuality/superbrands-slovakia-2022/? x tr sl=sk& x tr tl=en& x tr hl=en& x tr pto=sc>