



May 2024

MEDIA RELEASE

V-ZUG brings Swiss Precision to 3daysofdesign in Copenhagen

V-ZUG, Switzerland's leading household appliance brand, is proud to announce its significant presence at the Copenhagen design festival 3daysofdesign from June 12-14. With several strategic partnerships and impressive growth since our establishment in Denmark in the spring of 2023, we invite everyone to experience our innovative products and participate in our exclusive events.

Strategic Partnerships and Success in Denmark

Since entering the Danish market in 2023, V-ZUG has established significant strategic partnerships with renowned kitchen companies such as Unoform, Hanstholm Køkken, Garde Hvalsøe, Kostumhouse, and Københavns Møbelsnedkeri. These collaborations have been crucial to our growth, and we have seen great interest and demand for our products. V-ZUG's commitment to design and quality has made us a trusted partner for Danish kitchen enthusiasts, and our products are now showcased and demonstrated in leading showrooms across the country.



Activities during 3daysofdesign

Wednesday, June 12, 9:30 AM: V-ZUG x Monocle Talk at V-ZUG Concept Gallery, Store Kongensgade 114. The program includes arrival and start at 9:30 AM, followed by breakfast and networking.

Wednesday, June 12, 6:00 PM: Event at V-ZUG Concept Gallery, Store Kongensgade 114, featuring finger foods, drinks, and music.

Our participation in 3daysofdesign also includes partnerships with SENSO, Please Wait To Be Seated, File Under Pop, and Karakter Copenhagen. These collaborations highlight our commitment to design and innovation, and we are excited to present a range of exclusive experiences during the festival.

Visit the V-ZUG Showrooms

We encourage all design enthusiasts and quality-conscious consumers to visit our showrooms and experience our unique products. V-ZUG's products, including cooktops, ovens, combi-steam ovens, and refrigerators, are created with an uncompromising approach to design and functionality that harmonizes with modern Nordic style. Our showroom provides a unique opportunity to see, touch, and experience Swiss precision and quality up close.



About V-ZUG

V-ZUG is Switzerland's leading brand for household appliances and markets its products in selected premium markets abroad. The company has been developing and producing kitchen and laundry appliances in Switzerland for 111 years, while providing comprehensive service in all its markets. SIBIRGroup AG, which focuses on the nationwide all-brand servicing and retail of household appliances, is an additional member of the V-ZUG Group. The V-ZUG Group currently employs around 2,100 people.

Contact

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