

PRESS RELEASE

## **CARRERA sweeps up 34 Plus X Award honours**

Ismaning, April 2016: Less than six months after the brand relaunch, CARRERA has won 34 Seals of Approval from the renowned Plus X Award. The seals are for 14 products in its new Personal Care and Kitchen range. The Plus X Award is the world's largest innovation award for technology, sports and lifestyle, and an acknowledged brands and technology trend-spotter.

Rewind: At IFA in September 2015, the CARRERA brand premiered a whole new product family of electrical appliances for the premium segment. Its defining characteristics: high quality, unique design, high performance and comfortable handling. The appliances were inspired by a desire to adopt the values of the name-giving Carrera auto race and apply them to the design, materials and performance of the new products.

To achieve this aim, a 15-strong team of developers worked to build a totally new product line for the kitchen and bathroom. Instead of settling for purely functional household appliances, they went for powerful lifestyle products with a consistent design.

As CARRERA product manager Anja Herling confirms, "A product line with one consistent design across the whole range is definitely a first."

By paying careful attention to every detail, CARRERA saw off hundreds of domestic and international competitors at the Plus X Award. As an innovative brand, the company won no fewer than 34 Seals of Approval in five categories: High Quality, Innovation, Design, Ease of Use and Functionality.

The extensions to the current Bathroom range and the newly developed Kitchen range round off the CARRERA product family perfectly. Available this summer, the products reflect an impressive CARRERA world with a clear design signature.

"We're incredibly proud of what we've achieved in one year, but that's only the beginning!" says Michael Rotthaus, CEO Aquarius Deutschland GmbH, talking about the brand repositioning and the development of a completely new product concept.

"We plan to take the idea of one consistent, harmonious design that spans all product segments much further. The numerous awards are further confirmation that we're definitely on the right track."

#### **About the PLUS X AWARD:**

With an international and independent panel of judges from 26 industries, 23 strategic partners and more than 600 participating international brands, the Plus X Award is the world's largest innovation award for technology, sports and lifestyle. Plus X Award Seals of Approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honoured by the Plus X Award. The innovation award was initiated to strengthen brands, trade and commerce and support consumers in their purchasing decisions. In 2016, Plus X Award celebrates its thirteenth anniversary.

#### **About CARRERA:**

The CARRERA brand is powered by Aquarius Deutschland GmbH. Founded in 2012, this international sales and marketing company is headquartered in Ismaning, near Munich (Germany). At four company sites (Ismaning, Dusseldorf, Hong Kong and Shenzhen), around 80 employees control the entire market process for electrical appliances in the 'white goods' segment. This includes project management, product design, development, sourcing, production, certification, quality assurance, brand building, trade support, and service. On top of brand building and product development for the in-house CARRERA brand, Aquarius also produces and supplies own-brand products for various well-known trading chains in the Drugstore, Discount, Food Retail and DIY sectors.

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#### **CARRERA press desk:**

Daniela Kühl

+49 173 5790878

[presse@carrera.de](mailto:presse@carrera.de)