



## Press Release

### Plus-X-Award awards

## **WOLF-Garten awarded as the most innovative brand of the year**

### The most product prizes

On 15th November 2011, MTD Products AG, Saarbrücken, received the highest award “Most innovative brand 2011” at the Plus X Award in the product group of gardening technology for its WOLF-Garten brand. Wolfgang Rill, sales manager at MTD, accepted the award in Düsseldorf.

With more than 130 neutral industry jury members from 32 nations, 32 competent partners and an invested marketing volume of over 25 million euro, the Plus X-Award is the world’s largest innovation prize today for technology, sport and lifestyle. The WOLF-Garten brand was selected as the “Most Innovative Brand 2011” in the category of gardening technology. The brands that receive more seals of quality than their competitors within their product group received this special award. In the gardening technology product group, the jury members this year awarded the most product awards to WOLF-Garten.

Three mowers from the BluePower series and the rapid fertiliser Turbo-Rasengrün got the tried-and-tested seal of quality.

The Plus X Award is an initiative for brand awareness and was initiated as a project to strengthen brands in 2004.

The Plus X Award awards manufacturers for the winning quality of their products. The objective of the award is to recognise and publicise outstanding brand quality and the motivation of



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manufacturers in the aspects of innovation, design, ease-of-use, functionality, ergonomics and ecological prudence. The awards show consumers which quality products are assured a good future and will be reliable over the years.

Further information about on this subject can be obtained from MTD Products AG in 66129 Saarbrücken.

### **Note for editors:**

This text and photographs can be found and downloaded under the following link: [www.waschzettel.de/page.cgi?ID=32246](http://www.waschzettel.de/page.cgi?ID=32246)

MTD, the "Modern Tool and Die Company", with its headquarters in Cleveland, Ohio is the world's largest manufacturer of motorised gardening tools. MTD Products Inc. was founded in 1932 and is still family owned. MTD has manufacturing capacities in the USA, Europe and Canada.

MTD offers every gardener – whether professional or hobby gardener – a product range from three brands on the European market; CubCadet, WOLF-Garten and also MTD, which covers nearly every application in the garden. Every brand makes its mark through individuality and unmistakable optic. All of the brands compliment a wide spectrum if motorised garden tools; from electric lawnmowers to motor hoes and snow blowers all the way up to miniature tractors.



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