

## PRESS RELEASE

### *TEAM 7: Best design in the “Kitchen Units” category*

#### *TESTBILD magazine and the market analysts at Statista announce the “2017 TOP KITCHEN BRAND”*

The kitchen is a status symbol amongst Germans and is one of the best loved spots in the home. Food-centred events are incredibly popular and cooking programmes on television attract millions of viewers every week. Consumers are cooking, roasting and baking more than ever. But which kitchen brands are most popular? It is getting harder every day to keep track of them all, given the enormous variety of products on the market. The experts at TESTBILD magazine and Statista wanted some definitive answers, so they conducted a consumer survey regarding the top household and kitchen brands. In the end, they gathered 90,000 consumer ratings of more than 2,000 different brands across 84 product categories. Certain evaluative criteria, such as quality, longevity, functionality, design and, of course, value for money, took precedence. And the winner in the “Kitchen Units” category is TEAM 7! The solid wood furniture manufacturer from Austria secured first place in the “Design” category with a top score of 100, and five stars.

“We are extremely pleased with the results, especially since the “2017 TOP KITCHEN BRAND” seal is so important as a symbol and guide for consumers”, explains Dr Georg Emprechtinger, CEO and sole owner of TEAM 7. “The fact that the survey was completed by an independent opinion polling organisation guarantees the representativeness of the results and is evidence of the considerable name recognition TEAM 7 enjoys. This positive rating is furthermore a clear indication that sustainable furniture and kitchen product lines are becoming more and more important”, the businessman proudly adds.



loft



black line

This press release, in addition to other press materials and photos, is available for download at [www.team7.at](http://www.team7.at)

Contact information for editorial offices:

TEAM 7 Natürlich Wohnen GmbH

Braunauer Straße 26 | A-4910 Ried, Austria

Telephone: +43/7752/977-700 | Fax: +43/7752/977-222

E-Mail: [info@team7.at](mailto:info@team7.at) | [www.team7.at](http://www.team7.at)

GESK public relations

Ziegelstraße 29 | D-10117 Berlin, Germany

Telephone: +49/30/217 50 460 | Fax: +49/30/217 50 461

E-Mail: [pr@gesk.info](mailto:pr@gesk.info) | [www.gesk.info](http://www.gesk.info)

# TEAM 7

The Upper Austria-based manufacturer produces consistent solid wood furnishings from environmentally responsible sources. TEAM 7 combines innovative technology, intelligent functions, sustainable design and traditional Austrian craftsmanship to create unique and emotionally resonant products with appreciable added value. Ergonomic, flexible and modern: the astoundingly beautiful solid wood kitchens are full of functional highlights. From smart organisational systems and electronic soft-touch fittings to adjustable heights, ergonomic work surfaces and cosy interior design concepts.

The complete results from the "2017 TOP KITCHEN BRAND" survey can be found in the 2/2017 TESTBILD-issue. Info: [www.testbild.de/kuechenmarke](http://www.testbild.de/kuechenmarke)



k7



black line



rondo

This press release, in addition to other press materials and photos, is available for download at [www.team7.at](http://www.team7.at)

Contact information for editorial offices:  
TEAM 7 Natürlich Wohnen GmbH  
Braunauer Straße 26 | A-4910 Ried, Austria  
Telephone: +43/7752/977-700 | Fax: +43/7752/977-222  
E-Mail: [info@team7.at](mailto:info@team7.at) | [www.team7.at](http://www.team7.at)

GESK public relations  
Ziegelstraße 29 | D-10117 Berlin, Germany  
Telephone: +49/30/217 50 460 | Fax: +49/30/217 50 461  
E-Mail: [pr@gesk.info](mailto:pr@gesk.info) | [www.gesk.info](http://www.gesk.info)