Sütlüce Karaağaç Caddesi No:2/6
Beyoğlu 34445 İstanbul
T: 0212 314 34 34 - 314 30 20
F: 0212 314 34 82
kurumsal@arcelik.com

Elektrabregenz Wins the Green Brand Award

Arçelik A.Ş.'s Austrian brand Elektrabregenz awarded the Green Brand Award for the second time.

Austria's strong and esteemed household appliance brand Electrabregenz has won the Green Brand Award, valid for 2014-2015, for the second time.

Being an internationally independent brand and marketing organization, and supported by the Austria Association of Syndicates, the Green Brands Organization rewards companies with the Green Brand Award based on their environmental management and social responsibility activities and also on their replies to approx. 60 questions about waste consumption and resource management. During this process, environmental consciousness is increased both internally and during the communication conducted with the customers and suppliers.

With the Green Brands certificate, the brands and companies have the chance to contribute to the development of a sustainable society. When the brands, products, services and companies win the the Green Brand title, their commitment to the protection of the environment, to sustainability and to environmental responsibility is recognized. Therefore the concept of the green brand becomes a defining and important factor for market success and does not only add value to the company but also contributes to the development of a society with high environmental consciousness. For this reason, the German Environmental Management Association supports this organization.