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PR KADECO: FOCUS MONEY - CUSTOMER FAVOURITE 2019

KADECO and formerly erwilo, are industry winners in the "Customer Favourite 2019" (Kundenliebling 2019) study



In Focus Money's "Customer favourite 2019" study, KADECO and formerly erwilo have been named the most popular brands. They received the maximum score of 100 points and were awarded the rating "Gold" as the respective industry winners.

Every year, the "Customer favourite" study examines and analyses online contributions to various brands from different industries. From January 2018 to December 2018, 20,000 brands from 272 industries were examined. This took into account 350 million online sources, in which a total of 39 million brands were mentioned. The entries were then analysed in terms of brand reputation, price, service and quality and evaluated using a point system. The respective industry winner receives 100 points and thus sets the benchmark for all other brands examined within the industry.

"We are particularly pleased with this award," says Managing Director, Ulf Kattelmann. "Of course, it also makes a little proud to be at the forefront as the winner in this industry,"

adds Sales Manager, Ralf Rosemuck. "We would like to take this opportunity to express our sincere thanks to our specialist partners, because the award not only makes the intangible value and popularity of the KADECO and formerly erwilo brands tangible, but is at the same time also a tribute to them for the advice and service they provide every day in connection with our products."