

Press Release

LUNOS Lüftungstechnik receives Plus X Award for Specialist Retail and Craft Brand of the Year 2024

Berlin, 15.05.2024 – LUNOS Lüftungstechnik, a leading manufacturer of ventilation systems, has been honored with the coveted Plus X Award for Specialist Retail and Craft Brand of the Year 2024. The Plus X Award, the world's largest innovation prize for technology, sports, and lifestyle, grants this special award to recognize the exceptional achievements of brands and companies in their collaborative partnerships with trade and craftsmanship.

The award for Specialist Retail and Craft Brand of the Year is based on a nationwide survey in Germany, in which Plus X invites trade and craft professionals to vote for their favorite brands in collaboration with its partner media. LUNOS Lüftungstechnik received this award due to its outstanding achievements in supporting trade and craftsmanship through special funding, training programs, and the development of its own sales channels and product lines.

The importance of specialist retail and craftsmanship is greater than ever in today's world. "It is crucial that the industry understands the need to protect and support these sales channels in their own interest," says Donat Brandt, President of the Plus X Award. He emphasizes the importance of these channels with a clear example: "In times of increasingly strong online commerce, many consumers make poor purchasing decisions out of ignorance. One reason for this is the often lacking advisory expertise. When a customer makes a purchase without guidance and later finds that the product does not meet their expectations or application, they need help from specialist retail or craft professionals."

The collaboration between manufacturers like LUNOS Lüftungstechnik and partners from trade or craftsmanship is becoming increasingly important to satisfy customers. "The awards for best Specialist Retail Brand and best Craft Brand demonstrate that the management teams of the winning brands understood this value and that their sales departments work very responsibly and cooperatively," emphasizes Donat Brandt.

LUNOS Lüftungstechnik is proud to have received this prestigious award and thanks all partners in trade and craftsmanship for their continuous support.

About LUNOS

Founded in 1959, [LUNOS Lüftungstechnik GmbH & Co. KG](https://www.lunos.de) is a worldwide market leader in ventilation technology and serves an international customer base in the private and commercial sectors. The company's focus is on decentralized home ventilation, including heat recovery systems, smart home equipment, and a wide range of accessory elements.