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**uvex safety eyewear included among “Brands of the Century – Stars 2016”**

**The uvex safety group and its safety eyewear, which forms a major part of its product portfolio, have been named among the “Stars 2016” in the latest edition of “Brands of the Century”. The collection is published every three years by the “Deutsche Standards” publishing house and presents the strongest and most famous German brands from a wide range of industries.**

Stefan Brück, CEO of the uvex safety group, commented at the “Stars 2016” award ceremony held in Berlin: “We are delighted to receive this accolade. It is an acknowledgment of our investment in brand communication and provides us with the motivation and focus to further pursue this path”. After uvex ski goggles were included among the “Brands of the Century” in 2010, uvex’s safety eyewear, specifically the uvex astrospec 2.0, has now received this prestigious honour too. The brand book mentions the safety goggles’ unobstructed all-round visibility and first-rate ergonomics. However, particular praise was reserved for uvex’s tried and tested coating systems which provide optimal anti-fogging properties and scratch resistance: “The Bavarian company is steeped in tradition and has decades of experience in coating technologies. uvex is a global market leader in the field of industrial safety eyewear.”

In presenting a total of 250 “stars”, Brands of the Century is an encyclopaedia of the biggest German brands. In the preface to the compendium, publisher Dr Florian Langenscheidt describes how this compilation of iconic brands is “representative of an entire product range. They therefore set the standard for the competition. By highlighting the premium class of German brands, an overall view of Germany’s economic performance is also presented. It should convey confidence and positively reinforce the “Made in Germany” concept.”

Caption:

Stefan Brück, CEO of uvex safety group, accepts the “Stars 2016” award from Dr Florian Langenscheidt in Berlin

**uvex group**

UVEX WINTER HOLDING GmbH & Co. KG brings together three globally active companies under one roof: the uvex safety group, the uvex sports group (with uvex sports and Alpina Sports), and Filtral. The uvex Group is represented in 19 countries by 42 subsidiaries but chooses to do most of its manufacturing in Germany. Two thirds of the company’s 2,225-strong workforce (as at 31 June, 2014) is employed in Germany. uvex is a global partner to international elite sport and equips a host of top athletes. The motto protecting people is at the heart of the company’s activities. uvex develops, manufactures and distributes products and services for the safety and protection of people at work, in sport and for leisure pursuits.

**Further informationen, RSS news feed**

**as well as download of text and images:**

**uvex-group.com/de-en/media**

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