

# GERMAN RETAILER AWARD 2016

## EISCH voted No. 1 Glass Producer



Eberhard Eisch (CEO), Julia Eisch (design)



The Glashuette Eisch has been voted No. 1 Glass Producer by the German retailers in the “Partner Elections” conducted by the “Fachkreis Hausrat / GPK”. Within the 11 glass producers under consideration Eisch was evaluated best with an average figure of 1,98. The producers were judged in the fields of “partnership with retailers”, “marketing”, “product innovations”, “management of claims” and “marketshare”. The results were presented at the Frankfurt Show “Ambiente” which took place in February 2017. The photo enclosed shows the manager Eberhard Eisch and the designer Julia Eisch receiving the award.



Producer/ Supplier	Partnership with Retailers	Retailers Margin	Product Innovations	Claims Management	Market Share	Average Result	Ranking
Eisch	1,39	1,85	2,41	1,56	2,71	1,98	1
Ritzenhoff	2,37	2,16	2,52	1,74	2,48	2,25	2
Riedel-Glas	1,83	2,28	2,63	2,45	2,57	2,35	3
glaskoch-Leonardo	3,42	2,59	2,17	1,68	1,98	2,37	4
Zwiesel Kristallglas	2,85	2,23	2,73	2,19	2,19	2,44	5
Nachtmann	2,67	2,18	2,73	2,16	2,52	2,45	6
Villeroy & Boch-Glas	2,24	2,54	3,09	1,85	3,08	2,56	7
Rosenthal-Glas	2,22	2,41	3,00	2,21	3,00	2,57	8
Spiegelau	3,06	2,50	2,83	2,24	2,76	2,68	9
Bohemia Christal	3,33	3,00	2,60	2,60	3,00	2,91	10
WMF-Glas	3,19	2,92	4,08	1,88	3,63	3,14	11