Press release

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fischertechnik wins award for its high-quality building blocks

First place for best product quality

fischertechnik GmbH

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fischertechnik has been presented with an award from Focus Money for its high-quality products. The company scored first place among many prestigious manufacturers in a customer satisfaction survey. The toy manufacturer continuously invests in the quality of its products and high-grade accompanying materials. This year, fischertechnik launched a construction kit with biobased building blocks in sustainable packaging.

A high degree of quality and the demand for durable products present an opportunity for companies, as they can fulfil their responsibility towards the environment while simultaneously standing out from the competition with high-quality manufactured and durable products. An increase in customers' perceived or experienced product quality, for example through optimised function, design or durability, can pay off not only in increased willingness to pay, but also in added brand loyalty. The Cologne rating and ranking agency ServiceValue examined companies that impress customers with exceptional product quality in cooperation with the DEUTSCHLAND TEST organisation. The survey incorporated and assessed 183,000 customer evaluations on 1,182 companies and brands from 69 product groups. fischertechnik won first place in the customer satisfaction survey on the best product quality.

“The unique selling point of our fischertechnik building blocks is their high level of quality and precision. Even constructions towering at a height of several metres remain sturdy”, says fischertechnik Managing Director Wilhelm Schoch. The company continuously invests in the quality of its products and high-grade accompanying materials. The building blocks have been combinable with one another since their market launch in 1965 and are praised by fans for their particularly high durability. This year, the toy manufacturer launched a construction kit containing building blocks made of biobased plastic, which has already won the industry’s prestigious Toy Award.

In April, the long-established manufacturer also won an award by Focus Money for its sustainable commitment for the third time in succession. Multiple fischertechnik products are currently nominated for the German Toy Award as well as the Top 10 Toys Award.

Image caption:

fischertechnik won an award by Focus Money for its high-quality products.

Image: fischertechnik

The fischer Group of Companies

The fischer Group of Companies, headquartered in Waldachtal in Germany's northern Black Forest, generated sales of 988 million euro in 2021 with a worldwide staff of 5,400 employees. The family-owned company operates 50 subsidiaries in 38 countries and exports to more than 120 countries. It includes the five divisions: fischer fixing systems, fischer Automotive, fischertechnik, fischer Consulting and fischer Electronic Solutions.

fischer fixing systems is the technological market leader in key areas of fixing technology. fischer offers products that deliver technical perfection to a wide range of customers, from do-it-yourselfers to tradespeople to key account partners.

fischer Automotive manufactures high-quality parts for vehicle interiors. The company is highly competent in the plastics processing segment and is an important partner for the automotive industry. Its range of products includes air vents, cup holders, trays and multi-function components.

With its construction kits, fischertechnik is active in both the toymaking and the educational sector. fischertechnik is one of the last remaining toy makers to exclusively develop and produce in Germany.

fischer Consulting evolved from the competence developed in the company itself, which includes the fischer ProcessSystem with its central aim of permanent improvement for the ultimate benefit of the customer. fischer Consulting advises small and medium-sized businesses, government agencies and major companies on their path towards lean and efficient processes.

fischer Electronic Solutions develops and manufactures electronic solutions including product and system developments based on the latest technology as well as custom production orders processed in the company's own production facilities. As an experienced provider of development and production services for custom systems such as multi-touch solutions made of glass and the corresponding controller units, fischer Electronic Solutions forms the perfect link between the customer and the final product.

www.fischer.group

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