



Ankarsrum Assistent Original wins Plus X award in four prestigious categories

The Plus X Award is the world's largest innovation award for technology and lifestyle. It honors brands for the leading edge in quality and innovation of their products. The Ankarsrum Assistent Original 6230 has been awarded in four different categories: High Quality, Design, Ease of Use and Functionality.

With an international expert jury from 25 industries, 23 strategic partners and over 600 participating international brands, the Plus X Award is the world's largest innovation prize for technology and lifestyle. Products that have been presented with the Plus X award are awarded with an unmistakable sign for brand quality.

This year, the Ankarsrum Assistent Original 6230 was awarded the seal of excellence in the following categories: High Quality, Design, Ease of Use and Functionality. These four categories mirror the prominent features of the machine and are the very essence of the Ankarsrum brand.

"All of us at Ankarsrum Kitchen AB are proud to accept our four Plus X seals as an appropriate addition to our 70 plus year long history", Marcus Grimerö, Marketing Manager at Ankarsrum Kitchen AB, states

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About Ankarsrum Kitchen AB

Ankarsrum Kitchen AB is one of three companies in the Ankarsrum Industries group. Located in the renowned company town of Ankarsrum in Småland, the company markets, sells and distributes the kitchen machine Ankarsrum Assistent Original®. This kitchen machine was first developed in the 1940s by industrial designer Alvar Lenning under the three watchwords of quality, functionality, and design. The Ankarsrum Assistent Original® became Sweden's first kitchen machine and is just as popular today as it was back then. Since its launch in 1940, 1,500,000 Ankarsrum Assistent Original® machines have been sold in more than 30 different countries.