

Top

香港名牌巡禮 2010.
The Parade of Hong Kong Top Brands





品牌名稱

德國寶

創立時間

1982年

得獎公司

德國寶(香港)有限公司

獎項(年份)

香港名牌(2004年)、
香港卓越名牌(2008年)

主要產品

電熱水器、抽油煙機、
煮食爐(IC、氣體)、
冷氣機、廚櫃

「TOP 嘜」核准類別

電熱水器、抽油煙機、
氣體煮食爐、廚櫃、
電磁爐、冷氣機

聯絡資料

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成名之道

「德國寶」在產品設計上不斷創新，以環保及安全為大前題，致力締造安全舒適的家居環境，令每個家庭都「家有德國寶，生活無煩惱」——「德國寶」(香港)有限公司董事長陳國民博士。

公司特寫

「德國寶」始創於1982年，產品包括電熱水器、抽油煙機、IC電磁爐、氣體煮食爐、冷氣機、抽濕機、洗衣機、雪櫃、專業高速食物處理器、光波萬能煮食鍋、超級全能飯煲及保健養生鍋等數十種家庭電器，深入民心，為全港最暢銷品牌之一；近年更提供廚櫃配套嵌入式電器的「一站式」服務，嵌入式電器均由意大利設計及製造。除自設廠房生產外，公司亦從世界各地挑選最優質的生產廠作為OEM供貨商，令質量不斷提高，產品亦更趨多元化，使「德國寶」成為優質家電的代名詞。

品牌風采

「德國寶」不斷投放資源進行產品開發，擁有數十個專利，多次榮獲創新設計獎項。例如，獲「香港工業獎：消費產品設計優異證書」的「光波萬能煮食鍋」以及獲「香港家庭電器創新設計大賽：優異獎」的「保健養生鍋」，均體現了獨到的創新意念。

「德國寶」重視產品的環保性能和安全性。其電熱水器符合安全規例，以耐用見稱；首創十年內膽保用，全線系列已獲「一級能源標籤」；環保產品「風閘式抽油煙機」及「環保無線電熱水壺」更分別於2008及2009年「香港家庭電器創新設計大賽」中獲得「金設計大獎」。

近年，「德國寶」獲邀贊助多

個烹飪及娛樂節目，包括「肥媽老友記」、「肥媽私房菜」、「嗜·回味」、「星級廚房」、「溏心風暴2之家好月圓」、「開心大發現2009」、「生活加油站」之「電器博士」，以及賀歲電影「72家租客」等，在香港以至國內建立起知名度。

「德國寶」致力於令消費者能以合理價錢享受安全、優質的家居生活。2007年獲頒「消費者推崇品牌」和「中國廚櫃及家電行業十大影響力品牌」榮譽；2008年除榮獲「香港卓越名牌」外，亦獲頒「香港優質商號」、「香港驕傲企業品牌」、「優質婚禮商戶」以及「Superbrands Hong Kong」；2009年連續第三年獲頒「香港Q嘜優質服務計劃」證書，領導地位備受肯定。



Wits for Win

Innovative design, product safety and environmental protection are the main thrusts of German Pool products. German Pool is devoted to creating high standard of living for every family in Hong Kong. Let's "enjoy safe and comfortable living with German Pool" – Dr Edward Chan, Managing Director of German Pool (Hong Kong) Limited.

Company Profile

Established in 1982, German Pool provides dozens of electrical appliances, ranging from electric water heater, range hood, induction cooker, gas cooking range, air conditioner, dehumidifier, washer, refrigerator, professional high-speed food processor, multi-purpose halogen cooking pot, ultimate rice cooker to healthy slow cooker. Among these, electric water heater, range hood, induction cooker and multi-purpose halogen cooking pot are the most popular and have been recognized as best sellers in



Hong Kong. In addition, German Pool offers kitchen cabinets with built-in appliances that are designed and made in Italy. While leveraging on its own production lines, German Pool also sources quality products from established OEM suppliers worldwide. Continuous improvement in product quality, coupled with successful diversification, has made German Pool a symbol of premium electrical appliances.

Track of Glory

German Pool has directed a lot of resources towards product development and innovation. It has obtained dozens of patents and received numerous awards in design and innovation competitions. Such innovative designs could be exemplified by the award-winning "Multi-purpose Halogen Cooking Pot" (winner of "Hong Kong Awards for Industries: Consumer Product Design Certificate of Merit") and "Healthy Slow Cooker" (winner of "Hong Kong Home Electrical Appliances Design and Innovation Competition: Merit Award").

German Pool has attached great importance to product safety and environmental protection. Taking electric water heater as an example, German Pool is the pioneer to offer 10-year guarantee for inner tank and its full range of electric water heaters has obtained "Grade One Energy Efficiency Label". Its eco-friendly "Air Curtain Range Hood" and "Energy-Saving Cordless Electric Water Kettle" also won the "Gold Award" at the "Hong Kong Home Electrical Appliances Design and Innovation Competition" in 2008 and 2009 respectively.

In recent years, German Pool has been invited to sponsor for a number of famous TV cooking shows and infotainment programmes, including "Maria's Fan Club", "Maria's Kitchen", "Starry Kitchen", "Those were the Tastes", "Heart of Greed", "Happy Family 2009" and "Dr. Appliances" (a segment of ATV's "Enrich Your Lifestyle") and a movie namely "72 Tenants". Through these popular programmes, German Pool has further enhanced its brand awareness in Hong Kong and Mainland China.

German Pool strives to enable consumers to enjoy comfortable living at reasonable price. In 2007, it obtained "Consumers' Choice Award" and "China Top 10 Most Influential Kitchen Cabinetry and Electrical Appliances Brand". Apart from "Hong Kong Premier Brand", German Pool also received "Hong Kong Quality Brand", "Hong Kong Proud Award", and "Superbrands Hong Kong" in 2008. It also received "Hong Kong Q-Mark Service Scheme" certification for the third consecutive year in 2009. These have testified to German Pool's position as a leading brand well-respected by customers and business counterparts. 



Brandname

German Pool

Time of Establishment

1982

Company Name

German Pool (Hong Kong) Limited

Awards (Year)

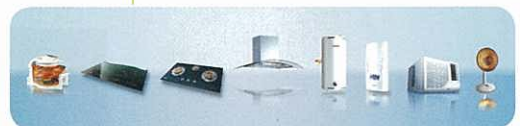
Hong Kong Top Brand (2004),
Hong Kong Premier Brand (2008)

Main Products

Electric Water Heater, Range Hood,
Range Cooker (IC, Gas),
Air Conditioner, Kitchen Cabinet

"Top Mark" Registered Categories

Electric Water Heater, Range
Hood, Gas Cooking Range,
Kitchen Cabinet, Induction Cooker,
Air Conditioner



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