



“Best brand of 2020”: medisana receives special Plus X Award in the massage sector

Neuss, 30.04.2020. medisana has won the Plus X “Best Brand of 2020” Award in the massage sector. The German market leader and one of the leading specialists in the home healthcare market was recently honoured with the Plus X Award. The world's largest innovation prize for technology, sport and lifestyle is only awarded once a year, and only a few companies are singled out to receive it by the renowned jury of experts. The prerequisite for winning the prize is that a brand’s products must have collected the most awards in one category within the space of a year. And so the Neuss-based company medisana is delighted to accept the special Plus X “Best Brand of the Year 2020” Award in the Massage product category.

"We are delighted to accept this special award from the expert jury, as it once again confirms medisana’s consistent brand management and innovative strength," says Anja Schimmelpfennig, Director of Marketing at medisana. medisana is constantly developing innovative product concepts and continuously expanding the massage sector – through new products, technologies and materials, and also by entering new markets. The medisana brand has been successfully established on the market for over 35 years, thus demonstrating that its consumer-facing brand and product strategy is one of the decisive factors in its success.

The Plus X Award is the world’s largest innovation award for technology, sports and lifestyle, as demonstrated by its panel of international, independent judges from 80 industries, 23 strategic partners and more than 700 participating international brands. Plus X Awards are given for new and innovative technologies, extraordinary design, and intelligent, easy-to-use operating systems. Thanks to this concept, the Plus X Award maintains its high reputation as a credible seal of approval across all industries.

medisana is one of the leading specialists on the home healthcare market. For over 35 years, the German company has been committed to people’s health with the motto "Your health in good hands". medisana is a pioneer in the trend of mobile health management and provides future-oriented

products for modern everyday life in an increasingly networked world. In the field of massage, the Neuss-based company is the German market leader. medisana develops, markets, and sells products related to mobile health, health monitoring, wellness, sports, personal care, therapy, and healthy homes to health-conscious consumers around the world.

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