

## Press Release

### Plus X Award for RECARO Kids

**Grandate (Italy) / Bayreuth (Germany), 01.04.2020 – RECARO Kids is a winner of this year's Plus X Award 2020, the innovation prize for brand quality. The winning products, the infant carrier Avan and the reboarder Kio, both won in the categories high quality, design, ease of use and functionality. The Plus X Award is the world's largest innovation award for technology, sports and lifestyle. Each year it honours brands for the leading edge in quality and innovation of their products.**

More details on the following links:

<https://plusxaward.de/en/portfolio/recaro-kids-avan/>

<https://plusxaward.de/en/portfolio/recaro-kids-kio/>

The modular system Avan, Kio and the matching Base is now arriving on the market. More information about the products, please find on our website: <https://www.recaro-kids.com>.

#### About the Plus X Award

With an international and independent panel of judges from 80 industries, 23 strategic partners and more than 700 participating international brands, the Plus X Award is the world's largest innovation award for technology, sports and lifestyle. Plus X Award Seals of Approval are conferred upon products judged to possess at least one "Plus X" factor. Awards are given for new and innovative technologies, extraordinary design and intelligent, easy to use operating systems. Criteria such as outstanding ergonomic and ecological features, along with the use of high quality material add up to sustainable products with long lasting value and are also honored by the Plus X Award. The innovation award was initiated to strengthen brands, trade and commerce and support consumers in their purchasing decisions. In 2019, Plus X Award is celebrating its sixteenth anniversary.

More information on <https://plusxaward.de/en/>.

## **About RECARO Kids**

*RECARO Kids is synergically managed through two dedicated companies: RECARO Kids GmbH, based in Germany, which deals with the development of premium-top range products and RECARO Kids srl, located in Italy, responsible for all partnerships and logistic and commercial processes. RECARO Kids srl is the new company of Artsana Group which holds the exclusive worldwide license for the development, production and distribution of high-end child seats and strollers under the RECARO brand. RECARO Kids is part of the Artsana Group portfolio as a premium brand by exploiting the synergies in the group in sales, production, supply chain and product development.*

## **About RECARO Group**

*The RECARO Group comprises the independently operating divisions RECARO Aircraft Seating in Schwäbisch Hall and RECARO eGaming in Stuttgart as well as the RECARO Holding located in Stuttgart. The Group's consolidated sales amounted to more than 600 million euros in 2018. Currently the Group employs more than 2,700 employees at its locations around the world. The automotive seating business as well as the child seat and stroller business are operated by licensees.*

## **About Artsana Group**

*Artsana Group is a leader in the baby care sector with brands such as Chicco, Neo Baby, Boppy, Fiocchi di Riso, Fisiolact and RECARO, for the health care sector with Control and Goovi. Since 2017, Artsana also owns 100% of Prenatal Retail Group, which is active in the baby and children's products sector through the brands Prénatal, Toys Center, Bimbo Store and, in France and Switzerland, King Jouet. The Group markets its brands in over 150 countries. Artsana Group has more than 8,200 employees at its 23 subsidiaries worldwide and at its 4 production units in Europe, two of which are in Italy - Verola Nuova (BS) and Gessate (MI). Consolidated annual turnover in 2018 exceeded 1,500 million euros.*

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