



PRESSEINFORMATION

HAILO honoured twice at the beginning of the year
Februar 2024



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DEUTSCHLAND TEST and PLUS X AWARD: HAILO honoured twice at the start of the year

HAILO starts the new business year with a tailwind. Two awards confirm the company with the red dot in its direction: In Focus Money's DEUTSCHLAND TEST, HAILO took second place in the "Household Products" sector and received the "Company of the Year 2024" signet. HAILO's household ladders, in turn, were honoured with the PLUS X AWARD.

"HAILO is a strong brand and our products stand for user-friendliness and durability. The satisfaction of our customers is particularly important to us. The fact that we are on the right track has now been confirmed again by the two awards from an independent source," comments CEO Jörg Lindemann on the two prizes.

Excellent customer satisfaction - confirmed by customers

The PLUS X AWARD in particular is a direct testimony to the company's customer focus. In the "Ladders" category, HAILO has been honoured with the "Highest Customer Satisfaction 2024" logo. What makes this award special is that it comes directly from those who use HAILO products - the consumers. Well



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over 11,000 end consumers were asked to vote for their favourite brand in 40 different categories in a Germany-wide survey conducted by the German Institute for Product and Market Evaluation. The respondents were highly satisfied with HAILO's ladders, resulting in a very positive assessment.

HAILO was also extremely successful at DEUTSCHLAND TEST. The company was named "Company of the Year 2024" in the "Household Products" sector. The study, which was conducted by DEUTSCHLAND TEST by Focus Money, analysed various aspects - from price and customer trust to sustainability. All aspects were given equal weighting in the overall assessment. HAILO achieved a very good second place here. With this assessment, DEUTSCHLAND TEST also makes a statement about the future viability of the companies included in the study. "Only those companies that have mastered their business well for a long time are really well positioned at the moment (...). And which also now have the strength to drive their business forward despite all adversity," write the initiators of the study in their summary.

Pressekontakt HAILO Werk

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"This is a great start into the new year," says Jörg Lindemann.

"With these two awards behind us, we will continue to work on making our customers' lives easier with outstanding products in 2024."

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HAILO company portrait

Ever since its establishment in 1947, HAILO has demonstrated how to turn a good idea into a groundbreaking product. With numerous innovations, the manufacturer has constantly set new benchmarks in terms of quality and design – thereby turning the red dot into a strong brand. Today, the company sells its products in 80 countries all over the world. The company's success is based on continuity and on the fact that it focuses on its core expertise in all its lines of business. HAILO home & business is the European market leader in the area of steps and ladders and offers an extensive range of waste bins. HAILO Built-in Technology supplies high-quality waste separation and organiser systems for kitchens. HAILO Professional is the specialist when it comes to climbing. The portfolio includes fixed ladders, fall protection systems, shaft covers and service lifts as well as instruction and training courses.

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HAILO fact box

Founded	:	1947
Owner	:	Sebastian Loh
Management	:	Jörg Lindemann, Rainer Haupt
Lines of business	:	HAILO home & business (steps and ladders, waste bins) HAILO Built-in Technology (built-in products, organiser systems, storage space utilisation, waste separation) HAILO Professional (ladder systems, climbing systems, shaft access equipment, instruction and training courses)
Exports	:	global
Certification	:	ISO 9001/2015 & ISO 50001/2018

The red dot is our international trademark



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HAILO_PlusXAward_2024



HAILO_DeutschlandTest_2024

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