

## Media-Saturn Increases Focus on Exclusive Brands

Written by Marco Attard  
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Media-Saturn Group brings its own-brand line preparations to a close, just in time for the Christmas Season. The line-up consists of four brand names covering entry-level price segments to higher quality appliances.



The brands will launch in Media-Markt and Saturn stores in Germany, the Netherlands, Italy and Austria before expanding to the other 12 European countries currently having company stores.

Ok. and Koenic are the first two brands to launch right before the Christmas shopping season.

Ok. is the entry-level price segment brand and concentrates on easy to use devices described as "ok" by the Media-Saturn itself. These include household appliances, telephones and LCD TVs.

The Koenic brand covers household and domestic appliances.

Launching in 2011 are Peaq (CE) and Isy (accessories).

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