



reddot design award



What an accolade:

STOBAG picks up the Red Dot Award for high design quality

Muri AG, 3 April 2017 – The jury has reached its verdict: after several days' assessment of thousands of products from all over the world, STOBAG AG picked up the Red Dot Award: Product Design 2017. The leading Swiss manufacturer of outdoor living products based in Muri has created an outstanding design with its CAMABOX BX4000 cassette awning, which the panel of experts for the Red Dot Award: Product Design 2017 has recognised with the internationally coveted quality label.



René Bachmann, Chief Product Officer of STOBAG AG, cannot hide his delight: 'We are so pleased with the award. After a long development period, we came up with a product that not only meets customers' requirements but has also won over the jury with its modern yet classic design.'

The stylish closed awning with its modern cube-shaped design has simple, understated contours, so the cassette blends into the existing architecture to create an elegant overall impression. A special highlight is the option to incorporate LED lighting into the box, bringing shaded areas to life in the evening too. The proven closed box provides the cover and jointed arms with effective protection against the elements and dirt to ensure a long service life. The variable bracket position enables flexible, easy, and quick installation on the wall, under the roof, or adjoined to the rafters.

As Professor Peter Zec, initiator and CEO of the Red Dot Award, explains: 'Red Dot winners are pursuing the right kind of design strategy. They have recognised that good design and commercial success go hand-in-hand. The accolade by the Red Dot jury – a hard bunch to impress – is testament to their high level of design quality and shows how design policy can drive success.'

In 2017, manufacturers and designers from all around the world were again invited to submit their products in the hope of winning the Award. The 40 or so members of the jury – made up of independent designers, academics from the field of design, and trade journalists – tested, discussed, and assessed each individual product, and chose the winners of awards including the Red Dot for high design quality. All told, this year's competition attracted more than 5,500 submissions from 54 countries.



reddot design award



About the Red Dot Design Award

In order to ensure that the field of design is properly assessed in all its diversity, the Red Dot Design Award is divided into three separate disciplines, namely Red Dot Award: Product Design, Red Dot Award: Communication Design, and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the biggest design competitions in the world. A jury was first assembled in 1955 to assess the best designs of the time. In the 1990s, Red Dot CEO Professor Peter Zec developed the name and branding of the Award. Since then, the 'Red Dot' accolade has become a label indicative of outstanding design quality and is highly respected internationally. Further information is available at www.red-dot.de.

About STOBAG AG

Since 1964, the leading Swiss manufacturer STOBAG has been developing and producing durable sun and weather protection systems to give customers better protection and quality of life. Over 700 employees produce more than 150,000 awnings every year and sell them worldwide via qualified specialist dealers. STOBAG sells its products in Austria, Italy, the Netherlands, Canada, and Brazil through its own subsidiaries.

Media contact at STOBAG Switzerland

Patrick Milo
PRfact AG
Seefeldstrasse 229
CH-8008 Zurich
Tel.: +41 (0)43 322 01 10
stobag@prfact.ch

Press contact at Red Dot:

Catharina Hesse
Communications Manager
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
D-45309 Essen
Tel.: +49 201 30104-50
c.hesse@red-dot.de
www.red-dot.de/presse