

Press Communiqué

Award-winning ritter design: multislicer sono 5 awarded Red Dot Award: Product Design 2015

Product design in Bauhaus tradition impresses specialist jury / Sought-after design award 2015 awarded for the 60th time / ritter products awarded repeatedly

Munich / Gröbenzell, 14 April 2015. The multislicer sono 5 has been awarded the sought-after Red Dot Award for product design. The full-metal slicer by ritterwerk GmbH, based in Gröbenzell near Munich, fought off strong competition in its category. The 38-member international panel of experts, which this year included prominent design giants such as Jimmy Choo and Werner Aisslinger, assessed approximately 5,000 products from 56 countries. Decisive for the award are criteria such as functionality, quality and sustainability. The Red Dot Award has been awarded in 2015 for the 60th time. Across countries and industries, it is considered an award for high design quality.

"With its product design, ritterwerk GmbH has always followed the ideals of the Bauhaus model: the clear lines and simple forms of our devices always harmonise with their function. For us, the fact that the sono 5 has impressed the renowned and prominent Red Dot Award jury is both an award and an endorsement," says Michael Schüller, Managing Director of ritterwerk GmbH.

The suspended construction of the award-winning multislicer sono 5 is based on a floor panel made of shatter-proof glass. Bread, sausage, vegetables and co. can thus be cut, laid down and served directly onto large plates and dishes. The full metal design not only ensures maximum stability and the best cutting results. The material combination of metal and glass also promises a long lifespan and makes the appliance easy to clean.

ritter design impresses specialist jury again

With the Red Dot Award: Product Design 2015, the sono 5 is the latest member of the steadily growing family of products awarded for their outstanding design from ritterwerk's premium series. In 2013, kettle fontana 5 was given a Red Dot Award. As recently as the start of 2015, the foldable, full metal multislicer icaro 7 was given the iF DESIGN AWARD.

Professor Peter Zec, initiator and CEO of the Red Dot Award, said: "For 60 years, the most recognised design experts meet in Essen to reward the best designs. This year we had a record number of submissions and due to the high level the awards also had particular significance. The winners of the Red Dot Award: Product Design 2015 have produced an extremely high performance and have thus deservedly been chosen as winners in the world's biggest design competition."

The official award ceremony of the Red Dot Award takes place at the Aalto Theatre in Essen on 29 June 2015. Subsequently, the awarded products will be presented in the special exhibition "Design on Stage" for four weeks before being adopted into the permanent exhibition of the Red Dot Design Museum. In addition, all the products and their designers will be shown in an online presentation, the global design index Red Dot 21, as well as in the Red Dot App.

About ritterwerk:

ritterwerk was founded in 1905 by Franz Ritter. Since then the medium-sized company develops and produces household appliances which facilitate the everyday work in the kitchen.

The medium-sized company, headed by Michael Schüller, develops, designs and produces exclusively in Gröbenzell near Munich.

The company's philosophy 'made in Germany' not only stands for its production site in Germany. It also incorporates high quality standards, sustainability, appropriate materials as well as functional design, thus clearly following the 'Bauhaus' principles of the twenties.

More information at: www.ritterwerk.com