

Press Communiqué

Accolade for ritter design: icaro 7 multi-slicer awarded the iF DESIGN AWARD 2015

Bauhaus design tradition impresses the specialist jury / product design from ritterwerk receives another award

Munich / Gröbenzell, 10th February 2015. Timeless design in Bauhaus tradition that impresses: The icaro 7 by ritterwerk GmbH has been awarded the coveted iF DESIGN AWARD. The folding multi-slicer by the household appliance manufacturer from Gröbenzell near Munich gained recognition in its category against a number of competitors. The international expert jury, which awarded the renowned iF seal of quality, evaluated almost 5,000 submissions from 53 countries.

“With the iF DESIGN AWARD, the jury honoured more than just our product, the icaro 7. In the prize for the multi-slicer, we see the reconfirmation of the success of our design tradition, with which ritterwerk has followed the ideals of the Bauhaus lessons for more than 50 years,” says Michael Schüller, managing director of ritterwerk GmbH.

The form follows the function – the award follows the design

Clear lines, simple form, reduction down to the essentials: With the icaro 7, the function is clearly in focus – the design follows its demands. In this way, the all-metal design lends the device a maximum degree of stability, which both improves the cutting result and increases safety when cutting, ensuring a long life. To satisfy the demands of modern kitchens and customer requirements, the icaro 7 is also the first folding full-metal multi-slicer from ritter. After use, the device can be folded up, so it takes less space up on the kitchen worktop or can be simply stored in a drawer.

With the iF DESIGN AWARD for the icaro 7, the fourth product from the ritterwerk lifestyle series has now been awarded a prize for its outstanding design. Recently, the fontana 5 kettle from ritterwerk GmbH was awarded the renowned red dot award: product design in 2013.

After the official award ceremony of the iF DESIGN AWARDS at the end of February, the icaro 7 from ritterwerk will be listed in the iF design app along with other prize winners. The app is considered a mobile reference book and representation of current design. In addition, the multi-slicer will be displayed in the iF design exhibition in Hamburg’s HafenCity.

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