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The xetto[®] receives Red Dot Best of the Best award for outstanding design

After garnering the iF Design Award in gold, the mobile transport and loading system xetto[®] has now also received a Red Dot Best of the Best Award for Product Design in the 'Industrial equipment, machinery and automation' category.

Over 5,500 entries from 54 nations were received. The Red Dot Award: Product Design is one of the world's most important design prizes and can look back on a history of more than 60 years. The judges bestow the competition's single highest distinction - "Best of the Best" - to outstanding and ground-breaking products that bring function and design into perfect balance.

The approximately 40-member judging panel consisting of independent designers, design professors and trade journalists arrived at the following conclusion about xetto[®]:

"The innovative comfort loading system xetto[®] features an impressive design that found a clever way to simplify a difficult task, namely the handling of heavy loads. Its innovative, yet also ergonomically carefully crafted concept is an expression of a user-oriented mindset. The system combines effectiveness with a new kind of safety. Its design was precisely tailored to the needs of those who use it on construction sites."

"We are particularly proud that the Red Dot Award marks the second international design distinction that xetto[®] has garnered within a short time. We set standards not only technologically, but also in terms of design," says Klemens Wressnig, Head of the Loading Comfort Business Segment at HOERBIGER.

"The xetto[®] offers a number of advantages in a practical setting, in addition to a compelling extraordinary design."

The award will be presented on July 3 as part of a gala. All Best of the Best award winners will then be showcased for five weeks at a special exhibition "Design on Stage" in the Red Dot Design Museum at the Zollverein UNESCO World Heritage Site in Essen.

Additionally, the Red Dot Design Yearbook 2017/18 will be published on July 3, which will focus on the best in the industry – including xetto[®].



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