

Press information

Duropal XTreme plus receives award for high design quality in Red Dot Award: Product Design 2019

Neumarkt, 10.07.2019 - The "Red Dot" is the award for high design quality. The international jury only awards the coveted seal of quality to products with outstanding design. This year it went to the new Duropal XTreme plus surface from Pfleiderer.

Duropal XTreme plus convinced the jury

“High standards are set for the surfaces of furniture and interior finishes. This is particularly true in the kitchen: Falling objects, boiling over soups and dirt are constant challenges”, said Christian Stiefermann, Head of HPL and Elements Product Management. “In particular, the extremely popular matt versions have until now had their difficulties with fingermarks and dirt. With our elegant but nonetheless robust XTreme surface, we now offer an alternative. It is resistant to these effects, which offers previously unachieved added value in everyday use. Fingermarks don’t stick and even stubborn grease marks can be removed easily.”

A further improvement offered by the XTreme plus version is its high degree of abrasion and scratch resistance, even for highly exposed, horizontal applications. with heavy-duty use. A particularly matt, low-reflection texture lends the surface a warm, velvety soft, silky feel. “In addition to the functional properties, we also achieve a very special look with improved colour transparency and depth”, said Stiefermann.

Duropal XTreme plus is extremely resilient and easy-care and invites to be touched - without leaving fingerprints or traces of grease. The high-quality surface meets all the requirements for abrasion, impact and scratch resistance, making it ideal for vertical and horizontal, highly stressed contact surfaces in high-traffic areas. It is an attractive surface material that is suitable for high-quality and aesthetically pleasing furniture and design elements in residential and commercial areas. Due to its long service life, XTreme plus also stands for the efficient use of resources and considerable overall energy savings through the reduction of waste products achieved. The attractive surface is safe for food. In addition,

XTreme plus is resistant to common household cleaners, solvents and disinfectants and thus enables the effortless removal of everyday impurities.

Design quality is the common factor for award-winning products

“I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead,” said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.

Experience and expertise get straight to the point

The Red Dot Award: Product Design is one of the world’s largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for more than 60 years in order to select the year’s best designs. During an adjudication process that spans several days, they try out the products, discuss them and ultimately reach a well-founded decision regarding the design quality of the entries. True to the motto “In search of good design and innovation”, their assessment focuses on criteria such as the level of innovation, functionality, formal quality, longevity and ergonomics.

Success to be celebrated at the award ceremony

On 8 July 2019, Pfleiderer celebrated its success during the award ceremony. The international design scene gathered in Essen’s Aalto-Theater as part of the Red Dot Gala. At the subsequent Designers’ Night party, the Red Dot laureates then received their certificates and Duropal XTreme plus joined into the exhibition “Design on Stage” in the Red Dot Design Museum Essen, which presents all of the award-winning products. From that event, Duropal XTreme plus is also be on show in the Red Dot Design Yearbook, online and in the Red Dot Design App.



Photo: Duropal XTreme in the kitchen

About the Pfleiderer Group – 125 years of high-quality wood-based panels:

The Pfleiderer Group is a leading wood-based panel manufacturer in Europe with annual sales of approx. 1,1 billion euros and around 3,600 employees. The company has its headquarters in Wrocław (Poland) and in Neumarkt i.d.OPf. (Germany). Pfleiderer has nine production locations in Germany and Poland and sales branches in England, the Netherlands, Switzerland, Austria, Romania and France. The Pfleiderer Group offers a complete range of products and services with the focus on furniture making, the timber trade, interior fitout and timber construction. Pfleiderer consolidates the product ranges of Duropal and Thermopal under the Pfleiderer umbrella brand and is a partner of industry, commerce, installers, designers and architects. The Pfleiderer Group is listed on the Warsaw stock exchange as Pfleiderer Group S.A.

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

DUROPAL

thermopal

 PFLEIDERER

Press contact at Pfleiderer Deutschland GmbH

Diana Bachmeier

Pfleiderer Deutschland GmbH

Ingolstädter Straße 51

92318 Neumarkt i. d. Opf.

Tel: +49 - 9181 – 28 8739

Mail: diana.bachmeier@pfleiderer.com

Web: www.pfleiderer.com

Press contact at Red Dot:

Julia Hesse

Manager PR & Communications

Red Dot GmbH & Co. KG

Gelsenkirchener Str. 181

45309 Essen

Tel.: +49 201 30104–58

j.hesse@red-dot.de

www.red-dot.de/presse