

item

Press release

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item wins red dot award 2011 for product design

On 15 March 2011, item Industrietechnik GmbH was announced a winner of the internationally renowned “red dot award: product design 2011”. The awards ceremony is to take place at the red dot gala on 4 July in front of an audience of 1,000 invited guests at the Aalto Theatre in Essen, Germany.



The winning product is the new item automatic watch, which boasts a linear design and styling that is both subtle and clean. High-quality materials used in the watch include a titanium case, scratch-resistant sapphire glass and a robust silicon strap with titanium buckle – all of which enhance the overall appeal of this exceptional timepiece.

By winning the “red dot award: product design 2011”, item has reasserted the benchmarks it has set itself for combining products and applications with exclusive design solutions. item has previously won the award in 2004, 2008 and 2009.

The red dot design award, first presented in 1955, is currently the world's biggest and most renowned design competition. This year, 1,700 companies from 60 countries submitted a total of 4,433 entries.

The watch is available in the new item fanshop at www.item-fanshop.com/

Further information on the red dot award can be found here: <http://de.red-dot.org/>

item Industrietechnik GmbH from Solingen, Germany, develops and supplies the MB Building Kit System, a system which enables customised solutions for all aspects of industrial factory equipment engineering. The Building Kit System is based on aluminium profiles, carefully coordinated fasteners, and versatile functional elements.