

Next big award, next big success: KLAFS sauna S1 is also victorious at the Red Dot Design Award 2016



Schwaebisch Hall, April 2016. The outstanding series of victories of the revolutionary, room-saving sauna S1 continues: The 41 experts from all around the world, who are chosen for the jury of the Red Dot Award: Product Design this year, are also convinced that the sauna of the future set itself apart considerably through its excellent design. So the S1 was awarded with the Red Dot, the international distinction for high design quality.

Participants from 57 nations had registered about 5,200 products and innovations for this award. Only freelance designers, design professors and specialised journalists – but not designers employed at companies potentially participating – are appointed to the jury. The independent expert panel assesses each entry according to criteria such as degree of innovation, formal quality, functionality and ecological compatibility.

Professor Dr. Peter Zec, founder and president of the Red Dot Award, says: "With their performances, the Red Dot winners not only demonstrated an extraordinary design quality, but they also showed that design is an integral part of innovative product solutions."

The Red Dot Award is organised by the Design Zentrum Nordrhein Westfalen in Essen, Germany. With more than 17,000 entries in 2015 alone, it is one of the largest competitions in the world. It was in 1955 that 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.

It is already the seventh major victory within some weeks for the KLAFS sauna S1, which has been presented in a well-received world premiere in summer 2015. After its big success at the renowned "Plus X Award", where the jury has awarded the world premiere from KLAFS in five categories for its clear additional benefits and in addition bestow the title "Best product 2015/2016" in its product category to the sauna of the future, the S1 has also bestow the eligible award "Special Mention" at the German Design Award 2016. The huge potential of this sauna of the future for the hotel branch has also been recognized by the jury of the Intergastra Innovationspreis 2016. This is why the jury, which is made up of renowned experts from science and industry associations, selected the sauna innovation of the year as the winner of the category „Object- and Facility Management“. Furthermore the sauna S1 is the winner of the iF DESIGN AWARD 2016 in the discipline „product“, category „bathroom“. And since a few weeks the S1 is also allowed to bear the prestigious mark „The Blue Angel“ for protecting the environment.

The revolutionary, room-saving sauna S1 is the world's first sauna to retract at the touch of a button – just like the zoom lens of a camera. In its fully retracted position, the S1 is only 60 centimeters deep, just like the average closet. Yet the S1 is a really stylish, high-quality, beautifully designed sauna down to the last detail and with room for the whole family.

And the new sauna S1 is also be designed as a completely self-contained, mobile system. That way the sauna could be moved like a closet, if necessary.

Further information is available at all times from:

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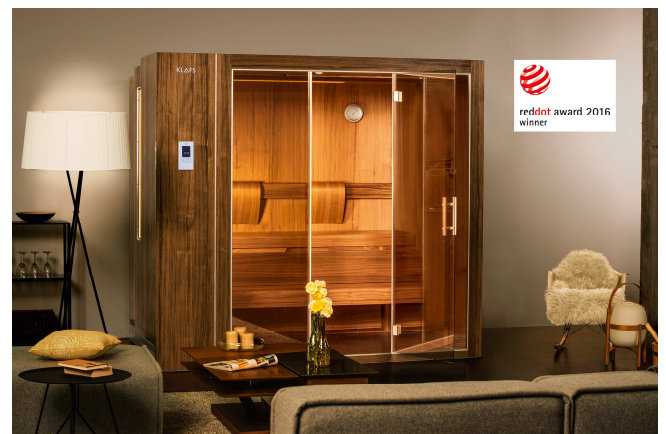
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Captions:

Picture 1:

The revolutionary, room-saving sauna S1 is the world's first sauna to retract at the touch of a button – just like the zoom lens of a camera. The 41 experts from all around the world, who are chosen for the jury of the Red Dot Award: Product Design this year, are convinced that the sauna of the future set itself apart considerably through its excellent design. So the S1 was awarded with the Red Dot, the international distinction for high design quality.



Picture 2:

It is already the seventh major victory within some weeks for the KLAFS sauna S1, which has been presented in a well-received world premiere in summer 2015.



Picture source:

KLAFS GmbH & Co. KG

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