



Red Dot Award Press Release

Successful HBS debut at Red Dot Award 2015: Two HBS products from the Quasar series win award for high degree of innovation

Two products from the new Quasar series impressed the 38 strong Red Dot Award jury in the 2015 Product Design category. HBS demonstrated its design excellence through the innovative products, **Visar 650 and Pegasar 500 accu** in the most important competition for product design, which celebrated its 60th anniversary this year. The Red Dot Award is **the** benchmark for design quality at an international level.

The international jury of experts discussed and evaluated each of the 4,928 entries from a total of 56 nations. However, only designs which inspired with their **quality and innovation** were presented with awards by the jury. Among other things, the assessment criteria were the degree of innovation, ergonomics, functionality, formal quality as well as emotional content. Dachau-based stud welding specialist HBS, who took part in the competition for the first time, won over the jurors at the first attempt and was presented with the coveted Red Dot Award. This renowned award is the internationally respected seal for outstanding design quality.

At Euroblech 2014, HBS presented two absolute world firsts in the field of stud welding: **the Visar 650 and the Pegasar 500 accu**. The two HBS units from the **new Quasar series** surpass all dimensions on the stud welding market. In order to present this technical global innovation visually, HBS collaborated closely with a team of product designers. With impressive results: the new casing design of the **Visar 650 and Pegasar 500 accu** is **ground breaking** and has deservedly been **presented with the Red Dot Award**.

The crowning conclusion to the internationally renowned product competition, the Red Dot Gala, was celebrated in Essen on 29th June 2015. The glamorous award ceremony with more than 1,200 guests in the Aalto Theatre in Essen was moderated by Professor Dr. Peter Zec. Subsequently, all of the winners celebrated until the early hours of the morning amidst the award-winning products in the Red Dot Design Museum in Essen at the "Designers' Night" after-show party. The winning products have been displayed for four weeks in the "Design on Stage" special exhibition, before having been incorporated into the museum's permanent exhibition.



Award ceremony pictures see enclosure:



Picture 1:
Armin Kuder (Technical Manager), Erwin Promoli (Managing Director)



Picture 2:
Armin Kuder (Technical Manager), Erwin Promoli (Managing Director) plus two employees from the HBS design office

Product pictures see enclosure:



Picture 3:
Pegasar 500 accu



Picture 4:
Visar 650

If you have any queries or would like to receive press material, including via E-mail, please do not hesitate to contact us:

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