

GERMAN DESIGN AWARD 2016: Three-time nomination for LECHUZA

Design, innovation, functionality and quality are the most important product development criteria for LECHUZA, a company known as an expert in designing elegant yet functional planters from high-quality plastics. What better proof is there of this than the company's third nomination for the GERMAN DESIGN AWARD 2016?



Nominated: The new LECHUZA chairs

LECHUZA was nominated for the GERMAN DESIGN AWARD 2016 for the LECHUZA chair even before the launch of the new furniture collection comprising one chair model and two different table designs.

The LECHUZA furniture collection is the result of a joint effort between platinumdesign and geobra Inhouse Design.

These comfortable, stackable chairs feature an attractive wicker look with an air-permeable seat and back. They are made of high-quality LECHUZA materials that are UV resistant, frostproof and very easy to clean. The new collection is ideally suited for use in demanding settings such as cafés, hotels or restaurants as well as for indoor and outdoor private use. LECHUZA furniture is made using premium injection molded plastics and is available in the surface colors white and granite.

Nominated: Two planters

The CUBE Color 14 and LECHUZA-PURO 20 design planters were also among the submissions nominated.



The cube-shaped CUBE Color 14 now features the new LECHUZA wick system. It keeps your potted herbs fresh longer even without repotting thanks to the LECHUZA irrigation system. The 5.5 in | 14 cm cube-shaped herb planter comes in white, slate and the new color lime green.



The perfectly round LECHUZA-PURO Color 20 planter features a unique surface structure that will please anyone who appreciates good design. This 8 in | 20 cm diameter table planter is the perfect way to showcase herbs as well as delicate orchids or small bellflowers. Plants thrive and plant care is kept to a minimum thanks to the planter liner and the integrated LECHUZA irrigation system with water level indicator.

LECHUZA-PURO Color 20 is already available in stores in the colors white, slate and, from October 2015, in lime green.

German Design Award

The German Design Award is the international premium prize presented by the German Design Council. The unique nomination process ensures that only the most demonstrably remarkable product and communication design achievements are considered for submission. Initiated in 2012, the German Design Award is already one of the most widely recognized design competitions in the world and has a distinguished reputation throughout the industry and beyond. The German Design Award 2016: Nominations have already been made for projects and products from 65 countries. The panel includes design experts from Germany, Austria, England, Italy, Denmark, the Netherlands, China, Hong Kong, Sweden, Indonesia, Switzerland and the US.

(Source: <http://www.german-design-council.de/en/home.html>)

geobra Brandstätter Stiftung & Co. KG headquartered in Zirndorf (near Nuremberg) is the maker of PLAYMOBIL and therefore Germany's largest toy producer. In addition, the innovative company has been developing, producing and distributing the LECHUZA brand of high-quality plastic planters since 2000 and designer garden furniture since 2015. The Brandstätter Group employs more than 4,100 people worldwide.

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