

LECHUZA Design Is Spot On

LECHUZA-PURO Color spherical planter receives coveted Red Dot Award



reddot award 2014
winner

The Red Dot Award's 40-person panel of experts honored this planter's well-rounded design: Product Design 2014 the new LECHUZA-PURO Color 50 spherical planter from LECHUZA. Once again the expert in innovative and design-oriented plastic planters successfully convinced the jury with its outstanding design and was duly rewarded with the coveted Red Dot label. In the current competition, the international experts discussed and reviewed 4,815 entries from 53 countries. But only designs that excited the panel of experts both in terms of quality and innovative strength received an award.

LECHUZA planters are characterized by their design and functionality



The combination of clear, classical design and a unique surface structure are what make the newest addition to the LECHUZA range of products so special. The spherical planter LECHUZA-PURO helps the manufacturer achieve quite an impressive optical illusion: The LECHUZA-PURO Color's surface seems as if it were covered with a thin fabric, but is actually made of high-quality, impact-resistant plastic. The finely woven design makes the ball-shaped planter appear airy and light. However, it is just as robust as all of LECHUZA's other planters.

Alongside its extraordinary design, LECHUZA-PURO also convinced the Red Dot jury with its impressive functionality. After all, with this spherical planter, plant owners can rest assured that they will never drop the ball when it comes to caring for their plants: The LECHUZA sub-irrigation system reduces plant care to a minimum thanks to its four liter water reservoir, while functional details such as the easy-to-remove plant liner and an optional coaster also simplify planting and redecorating.

Red Dot Design Award

LECHUZA is pleased to receive the coveted design award for the fifth time. The Red Dot Design Award, whose roots go back to 1955, is one of the biggest and most respected design contests in the world. The different categories are "product design", "communication design"

and “design concept”. The annual contest receives several thousand entries from over 50 countries every year. An international jury of renowned design experts reviews the products competing for the Red Dot Design Award. They evaluate and test the products, judging them according to criteria such as the degree of innovation, functionality, ergonomics, durability, ecological soundness and self-explanatory quality.

Headquartered in Zirndorf (near Nuremberg), geobra Brandstätter Stiftung & Co. KG is a successful family-owned business tracing back more than 130 years. The Brandstätter Group’s portfolio includes the popular PLAYMOBIL® brand of toys along with the PLAYMOBIL FunParks® and the LECHUZA® brand of planters. The Brandstätter Group employs a total of 4,000 individuals, 2,300 of these in Germany. The company exports its products to 80 countries. For more information visit www.lechuza.com.

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