

# OFFECCT

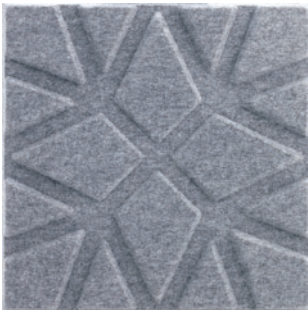
## *New success for Swedish OFFECCT – two Red Dot Design Awards 2010!*

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reddot design award  
winner 2010

*Swedish design company OFFECCT has received one of the design world's top awards, the Red Dot Design Award, for no less than two of its new products. Being honored with this coveted and prestigious award is testimony that the company's consistent focus on Swedish-crafted furniture of world-class quality, designed by top international names, is paying off.*



The lounge chair Fly, designed by Patrick Norguet, and the acoustic panel Soundwave Geo designed by Ineke Hans, are the two OFFECCT products to receive the Red Dot Design Award for 2010. Each year since 1955, the Design Zentrum Nordrhein Westfalen has rewarded outstanding design with its famous dot. The Red Dot Design Award is considered one of the world's largest and most renowned design competitions in the world. An international jury of experts scrutinizes and evaluates the entries based on a number of criteria such as innovation, function, form, sustainable design, ecology and how the product fits into its context. Fly and Geo, two of OFFECCT's new products for 2010, surpassed the criteria on every point.

Using its unique intuitive flair, OFFECCT has often discovered and chosen to work with designers just before they make their international breakthrough. Two of this year's most interesting designers are of course the Red Dot Design Award winners Patrick Norguet and Ineke Hans. The 2010 collection also includes exciting new design by Claesson Koivisto Rune, Luca Nichetto, Björn Dahlström, Monica Förster, Ingunn Eikeland and Carlos Tiscar.

OFFECCT, celebrating its 20th anniversary this year, is currently in a major phase of expansion, including the opening of new showrooms, hiring of staff at the company's headquarters in Tibro, Sweden, and investing in new export markets. Furthermore, OFFECCT will also continue developing its strategic, long-term environmental work, including certification of more products with the Nordic Ecolabel. The company considers its environmental focus to be equally as important as quality or design.



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