



## Soundsticks® wins Green Good Design Award.

Offecct's sound absorbing room divider Soundsticks®, designed by Andrea Ruggiero, has been named a winner of the Green Good Design 2020 awards. Soundsticks®, made of 100 percent recycled material, won an award in the Green Product category.

Founded in Chicago in 1950 by Eero Saarinen and Charles and Ray Eames, Good Design remains the oldest and most established awards program for the most innovative and visionary new product design worldwide. Through the years, the award has been given to everything and anything from NASA to a paperclip.

Now, 70 years after the founding of Good Design, The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies continue a special edition of Green Good Design under the concept "Design a better world now". It focuses on the most important new international products that are fully sustainable and compatible with the highest standards of good environment. For Offecct, a win in the Green Product 2020 category is further testimony to the company's strong sustainability and environmentally friendly approach.

Soundsticks® was launched in early 2019 after two years of development in collaboration with designer Andrea Ruggiero. Made of textile scraps molded into the shape of a tube, Soundsticks® are covered with left-over textile from production and held together at the ends by recycled aluminum caps. This unique product can be hung from rails in a linear or radial pattern depending on need and space.

### Green Good Design Award





## About Offecct

Offecct AB is a Swedish company with its headquarters and production in Tibro, Sweden. Offecct was founded in 1990 by Kurt Tingdal and Anders Englund. Offecct has 70 employees, a 20,000 m<sup>2</sup> production facility and a yearly revenue of SEK 150 million. 50% of Offecct's sales comprise exports to more than 50 countries, and showrooms are situated in Stockholm, Gothenburg, Malmö and Tibro (SE), Oslo (NO), Copenhagen (DK), Milan (IT), London (UK), Rotterdam and Amsterdam (NL), Düsseldorf and Munich (DE), Zürich (CH), New York (US) and Singapore (SG). Since May 2017 Offecct has been a part of Flokk the market leader in the design, development and production of workplace furniture in Europe. In addition to Offecct the group owns HÅG, RBM, RH, BMA, Giroflex, Malmstolen, Profim and 9to5 Seating.



"Offecct is delighted and honored to receive this award. Naturally, we're happy for many reasons, but in particular because a product with a very strong sustainability story is being acknowledged. Soundsticks® is a completely circular product, we use our own left-over material for a new, functional purpose that is completely in line with what we stand for at Offecct. What's more, the product feels completely relevant in terms of future challenges. I think we need to solve the problem of social distancing in everyday life and Soundsticks® is a beautiful solution for dividing up a room," says Maria Olofsson Karemyr, Brand Manager at Offecct.

Green Good Design award winners, chosen for their use of innovative and sustainable methods, processes, material and technology that have a positive impact on the environment, will be featured in the book Green Good Design 2019-2020 book, and online at [good-designwards.com](http://good-designwards.com).

### Contact

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