



reddot design award

MY DVA group  
a.s.  
Ms Ing. Radka Sramkova  
Osadni 28  
170 00 Prague  
Czech Republic

Essen/Germany, March 2014

## Red Dot Award: Product Design 2014

### And the Red Dot goes to...

Dear Ms Ing. Sramkova,

This year again, the Red Dot jury was looking for the best achievements in international product design – true to the motto "In search of excellence". With your elaborate and innovative entry for the Red Dot Award: Product Design 2014, you have proved your know-how and competed with the best in your industry in one of the world's largest product competitions.

I am delighted to inform you today that you have convinced the international expert panel with the design quality of your product and therefore rank among the winners of this year's Red Dot Award. I cordially congratulate you on your award and your success – also on behalf of all Red Dot jurors!

You succeeded against ambitious competitors: This year, 1,816 manufacturers, designers and architects from 53 nations have entered their current projects and products in the competition for the Red Dot quality seal. In an evaluation process lasting several days, the 40 members of the Red Dot jury have tested, discussed and evaluated 4,815 drafts – live and on-site. Due to the consistently high quality of the entries, it was not easy for the professionals to make their decisions. Only the best products were bestowed with the sought-after award for design excellence.



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This success will be duly celebrated: on 7 July 2014, when about 1,200 guests from around the globe come to Essen in order to experience the highlight of this year's Red Dot Award: Product Design for one evening. During the Red Dot Gala, the laureates of the Red Dot: Best of the Best will receive their deserved trophies on the stage of the Aalto-Theater in Essen. Subsequently, design celebrities and experts, CEOs and marketing decision-makers as well as international media representatives will party at the Designers' Night in the Red Dot Design Museum until the early hours of the morning. The glittering party is the perfect opportunity to renew contacts, socialise and talk with colleagues from all over the world about trends and developments in design.

Further information on the events and the possibility to order your personal ticket can be found in the online portal "My Red Dot". Using your access data, you can also book your Winner Package until 7 March 2014, so that your product will be presented in the Red Dot Design Yearbook 2014/2015, in the Red Dot Design Museum and in the online exhibition at [www.red-dot.org/pd](http://www.red-dot.org/pd). Once the booking has been completed, the Red Dot winner label will be available for you to download. It is the quality seal of your creative competence and of your design excellence. Make use of it and communicate your success in the Red Dot Award: Product Design to your colleagues, partners and, above all, to your clients from 24 March 2014, when the communication embargo ends.

I am looking forward to welcoming you on 7 July 2014 in Essen and experiencing an excellent evening with you!

With best regards,

Professor Dr. Peter Zec  
Initiator and CEO of Red Dot



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**Result for the product you have entered in the Red Dot Award: Product Design 2014**

The international Red Dot jury bestowed the distinction "Red Dot" for high design quality upon:

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