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Ten out of Ten

Gaggenau scoops accolades for all submissions at iF Design Awards

Gaggenau has once again received impressive design confirmation at the 2008 iF Design Awards in Germany, this time with all ten products submitted for consideration for the internationally renowned product design awards receiving honours.

In particular, the new face of Gaggenau - which launched in Australia this month with a new 200 Series of Ovens - has been praised by the judging panel, with the signature "less is more" design aesthetic successfully checking all boxes in a year when stricter-than-usual design criteria were applied and fewer products than in prior year's receiving formal recognition.

The criteria on which the jury based its decisions includes design quality, workmanship, material selection, innovation, environmental compatibility, functionality, ergonomics, usage visualization, safety, brand value and aspects of 'universal design'.

The following Gaggenau products in the Australian range were submitted and awarded:

- (New) 200 Series BX 281-110 Double Oven
- (New) 200 Series BO 221-130 Oven
- (New) 200 Series BS 224-130 Steam Oven
- CM 210-110 Built-in Coffee Machine
- WS 261-111 Warming Drawer

Gaggenau's tremendous success at these awards - in addition to a stellar history of design prizes including past iF gold and "red dot" awards and "Good Design Award" from the Athenaeum Museum of Architecture and Design (Chicago) plus further international recognition including a formal Top 30 Luxury Brand Listing in Germany - confirm that Gaggenau's designers have got it right with a design philosophy which creates innovative, first class appliances with a pared down, sophisticated and practical functionality.

The iF Gold Awards will be awarded in March during the "Cebit" trade fair in Hannover, Germany, where Gaggenau will be hoping to add another golden design prize to their collection.

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Sampford IXL – Importers and distributors of Gaggenau
Stockist :1300 727 421 – www.gaggenau.com.au.

For more information of the iF Awards please see: www.ifdesign.de