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News Column

Veryday receives design world's most prestigious award "Red Dot: Design Team of the Year."

April 8, 2014

Today in Milan at the opening of Salone Internazionale del Mobile, the world's largest international design event, Red Dot founder and president Professor Dr Peter Zec announced that the honor of "Red Dot: Design Team of the Year" goes to the design and innovation consultancy Veryday (<http://veryday.com/>). For the first time ever, the prestigious title, which is awarded purely on merit at the discretion of Red Dot, goes to a Swedish company. Since 1988, the Red Dot Design Award has presented this honorary title to international design teams whose work is continually characterized by innovative achievements in the field. It honors a corporate strategy "by which innovative quality products sustainably influence business success." Veryday now joins the list of winners, which in recent years has included Adidas, Apple, BMW, Bose, Frogdesign, Sony, Grohe, Pininfarina, Porsche and other renowned companies.

Professor Dr Peter Zec, founder and president of Red Dot:

"In 2014, the honorary title of the Red Dot Award goes to a design studio more than worthy, and whose incredible product solutions are well-known. I am happy to announce that Veryday is the Red Dot: Design Team of the Year 2014."

For many years, Red Dot experts have observed the quality of Veryday's outstanding design process. The company has an impressive track record in the field and has helped building successful businesses for its clients, including PepsiCo, Microsoft, GE Healthcare, 3M, Spotify, Baby Björn and IKEA.

"Although we have received over 220 design awards throughout the years, this title is by far the highest distinction in the design world. Winning this award means that we have succeeded in consistently creating innovative, functional and inspiring design solutions for our clients, based on deep insights into what people really need, feel and desire. Our unparalleled knowledge about the users is key to our success", says Krister Torsell, CEO, Veryday

Over the years, the company has continuously contributed numerous design classics such as the Baby Björn baby carrier, the world's first computer with separate keyboard, the renowned SAS coffee pot and the Koenigsegg sports car. The Veryday design team will receive the award, along with the challenge cup "Radius", at the ceremonial Red Dot Gala in Essen, Germany on July 7. The awarded design team traditionally presents itself and its innovative design in a special exhibition in the exclusive setting of the Red Dot Design Museum Essen.

For more information and high resolution images, please contact: Johanna Dunerfeldt, PR & Communications Manager Veryday / +46 730 482 272 / johanna.dunerfeldt@veryday.com

Facts about Veryday Veryday, formerly Ergonomidesign, is one of the top-ranking design consultancies in the world. The company has an impressive track record for design that has helped build remarkably successful businesses since 1969 and a strong commitment to people-driven innovation as a means to enhance quality of life and make every day a Veryday. Based on deep people insights 70 design specialists are creating innovative solutions through products and services in the physical and digital world. The company has offices in Stockholm, New York and Shanghai, and is represented in London. www.veryday.com

About the Red Dot Design Award: The Red Dot Design Award, whose origins date back to 1954, is divided into the following three disciplines: product design, communication design and design concept. With more than 15,000 annual submissions from around 70 nations it is one of the largest and most prestigious competitions in the world. The juries consist of independent, international design specialists.

In 2014, 4,815 submissions entered the Red Dot Award: Product Design. Only 72 Red Dot: Best of the Best awards were selected. The highest honorary title, Red Dot: Design Team of the Year, goes to Veryday from Sweden. Until 21 May 2014, innovative ideas and prototypes can be submitted to the Red Dot Award: Design Concept. The registration period of the Red Dot Award: Communication Design starts 7 April 2014.

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