Press release

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Red Dot for plasterboard fixing fischer DUOBLADE

Stability with style

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Corporate Communications

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The fischer Group of Companies received the "Red Dot Award: Product Design 2019" for its self-drilling plasterboard fixing fischer DUOBLADE approximately three months following its market introduction. The international expert panel honours products with a high level of design quality with the award.

"I would like to warmly congratulate the award winners on their fantastic success", Professor Dr. Peter Zec, Initiator and CEO of Red Dot said to the winners while emphasising "the fact that your product was able to stand up to the jury's strict assessment demonstrates its outstanding design quality. The winners are therefore setting new trends in the design industry and showing where things might be headed in future".

The fixing specialist fischer submitted its self-drilling gypsum plasterboard anchor fischer DUOBLADE to the "Red Dot Award: Product Design", which is one of the world's largest design competitions. The anchor's design stands out with its metal tip and three cutting teeth. Its red and grey design is equally eye-catching, a feature which it shares with its siblings from the fischer DUO-Line and which sees style and engineering skilfully combined. The eponymous sharp blade accelerates and simplifies installation while preventing the anchor from slipping. It enables a clean and effective drilling process during which the construction material remains intact. The middle tooth serves as a centring point and permits the precise setting of the anchor.

A smart operating principle lies behind the two-toned colours through an innovative combination of materials: The grey base body made of nylon expends at the appropriate level of single and double plankings. Meanwhile, the red element made of polyethylene reinforces and blocks the expanding function that is further intensified when introducing the screw. The anchor's technical advantages include its sharp, self-drilling thread for optimum fit and fast progress while lateral shaft ribs prevent any co-rotation during installation with a screw.

More than 5,500 products by designers and manufacturers from 55 different countries were submitted to the "Red Dot Award: Product Design". The winners are selected by an international jury which consists of experienced professionals from various industries such as design and architecture. They tested, discussed and evaluated the submissions over the course of several days. Some of the criteria considered in the evaluation include degree of innovation, functionality, formal quality, durability and ergonomics. The fischer Group of Companies will be accepting its winner's certificate on 8th July during the Red Dot award ceremony at the Aalto Theatre in Essen, Germany. From this day onward the fischer DUOBLADE will be shown along with the other award-winning products in the "Design on Stage" exhibition at the Red Dot Design Museum Essen. The products can also be seen in the Red Dot Design Yearbook as well as online and in the Red Dot Design App.

Image captions:

Image 1

The fischer Group of Companies won an award in the international "Red Dot Award: Product Design 2019" competition. The plasterboard anchor fischer DUOBLADE received a Red Dot award, which the jury only presents to products with an excellent design.

Image 2

Sharp design: The plasterboard anchor fischer DUOBLADE stands out with its metal tip and three effective cutting teeth which drill into the construction material in a quick and clean manner. Its innovative material combination of grey nylon and red polyethylene is equally eye-catching and combines style and safety.

Images: fischer

The fischer Group of Companies

The fischer Group of Companies, headquartered in Waldachtal in Germany's Northern Black Forest, generated sales of 864 million Euros in 2018 with a worldwide staff of 5,200 employees. The family-owned enterprise operates 47 of its companies in 35 countries and exports to more than 100 countries. It includes the five divisions: fischer fixing systems, fischer automotive systems, fischertechnik, fischer consulting and LNT Automation.

fischer fixing systems is the technological market leader in important areas of fixing technology. fischer offers products that deliver technical perfection to a wide range of customers, from do-it-yourselfers to craftsmen to key account partners.

fischer automotive systems manufactures high-quality parts for car interiors. The company is highly competent in the plastics processing segment and is an important partner for the automotive industry. fischer automotive systems produces air vents, cup holders, trays and multi-function components.

fischertechnik is active both in the construction kit and in the educational toy sector. As one of the last toy makers, fischertechnik develops and produces exclusively in Germany.

fischer consulting evolved from the competence and skills developed in the company itself, among these the fischer ProcessSystem with its central aim of permanent and continuous improvement for the ultimate benefit of the customer. fischer consulting advises small and medium-sized businesses, government agencies and major companies on their way towards lean and efficient processes.

LNT Automation develops and manufactures custom electronic solutions. The company also develops, produces and distributes custom and capacitive touch systems such as multi-touch solutions made of glass and the corresponding controller units. All electronics are manufactured in-house.

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