



German Innovation Awards 2018: New competition taps the pulse of the industry – Winners announced

Frankfurt am Main, Thursday, 7 June 2018

The winners of the first edition of the German Innovation Awards were honoured in a festive gala held at the Technology Museum in Berlin yesterday evening, 6 June 2018. More than 250 guests from the worlds of business, industry, politics and the media attended the distinguished ceremony.

The German Innovation Awards were created by the German Design Council to fill a gap in the award scene. The competition's aim was to identify significant and powerful product innovation. Six hundred and fifty participants competed for the award, including industrial giants, hidden champions and start-ups. They all have one thing in common: a solution, an innovative detail or a service that generates real added value.

»We are very impressed with the quality of the submissions we have received«, said Andrej Kupetz, CEO of the German Design Council, which considers innovation a decisive factor to be promoted in the global marketplace. He is convinced that companies will truly benefit from this competition, because the awards represent valuable communication tools. The goal of these awards is to bring to light the great effort that companies put into improving their products for users and to advertise their innovative strengths across the industry, in professional circles and in the media.

Prizes are awarded to those innovations that have a lasting impact. The German Innovation Awards are not based on novelty alone; they identify and honour those innovations which can demonstrably add value for the user. Even when dealing with the details of a comprehensive solution, a radical focus on user-centred features and the human individual must be at the heart of the endeavour. As Kupetz explains: »This approach is particularly successful when the future users are involved in product and design development. Many companies have realised this and are now employing special methods to integrate the user in the development process



in order to create an optimal product capable of asserting itself in the marketplace and of distinguishing itself from the competition.«

The German Innovation Awards are given in two categories:

»Excellence in Business to Consumer« and »Excellence in Business to Business«. The jury also selects a winner in the additional category of »Design Thinking«. The jury awarded »Gold«, »Winner« and »Special Mention« prizes in a total of 40 categories. The products include everything from bionic gloves to cleaning technologies, fibres for 3D printing, charging stations for electric cars and coffee soda, as well as IoT platforms.

Evaluation criteria

The assessment criteria for the German Innovation Awards include the level of innovation, user benefit and cost-effectiveness. The innovation strategy should take into consideration social, environmental and economic sustainability as well as the judicious use of energy and resources. Factors such as location and employment potential, durability, market maturity, technical quality and function, materiality and synergy effects also play key roles in the decisions of the jury. The winners were selected by a stellar jury consisting of physicists, patent consultants, computer scientists, financial experts, product designers, technology historians and marketers. Kupetz emphasised: »This enables us to ensure an individual, unbiased and professional evaluation.«

Click the following link to view images of the awards ceremony and the 34 Gold winners, as well as a list of the Gold winners: http://bit.ly/GIA_presse
Information about all the award winners is available at: www.german-innovation-award.de/preistraeber



Rat für Formgebung
German Design Council

The Initiator – The German Design Council

The German Innovation Awards were initiated and are hosted by the German Design Council, which was created in 1953 by the Bundestag (the German federal parliament) and endowed by the Federation of German Industries. For more than 65 years, it has been working to promote the competitiveness of German companies.

Through its competitions, exhibitions, conferences, workshops and publications, the German Design Council has contributed tremendously to the transfer of knowledge in the fields of design, innovation and branding. Today, the German Design Council's circle of members and benefactors is made up of more than 300 domestic and foreign companies employing over three million people.

Contact person

German Design Council

Janine Wunder, Vice President Communications and Marketing

Tel.: +49 (0) 69 74 74 86 0

Fax: +49 (0) 69 74 74 86 19

E-mail: presse@german-design-council.de

www.german-design-council.de