

# KOENIG & BAUER

## Press Release

### Koenig & Bauer receives iF Design Award

Würzburg, 14.03.2018

Koenig & Bauer has been named among the winners of this year's iF Design Award and can thus point proudly to a world-renowned seal of design excellence. At the grand award ceremony on 9 March 2018, the RotaJET web press picked up the coveted trophy in the discipline "Product design".

A jury of 63 international experts evaluated over 6,400 entries from 54 countries before selecting the prizewinners in seven disciplines. The RotaJET from Koenig & Bauer convinced the jury by reconciling perfect functionality with modern design language. The silver and grey colour scheme which characterizes the outward appearance is accentuated by a highly distinctive blue segment with a backlit company logo. Particular mention was also made of the uncluttered and ergonomic operating concept, which is immediately approachable to the user. "This award adds another element to our new brand image and is proof that we are on the right track", said a delighted Dagmar Ringel, head of marketing and corporate communications of Koenig & Bauer.

For 65 years now, the iF Design Award has served as an internationally recognised label for outstanding design and is one of the world's most important design awards. Each year, top design achievements are honoured in seven disciplines – product, packaging, communication and service design, architecture, interior architecture and professional concept. The awards are organized by the iF International Forum Design GmbH in Hannover, the oldest independent design institution in the world. This year's prizewinners were celebrated by 2,000 guests from 36 countries at the iF Design Award Night which was held at BMW Welt in Munich.

All winning entries are presented in the iF World Design Guide and featured in the iF design app. An exhibition of the best submissions from the discipline "Product design" will be running from 21 June to 16 September 2018 in the HafenCity district of Hamburg.

**Photo 1:**

The RotaJET from Koenig & Bauer receives the iF Design Award 2018

**Photo 2:**

The RotaJET at the demonstration center of Koenig & Bauer in Würzburg

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## **About Koenig & Bauer**

Koenig & Bauer is the world's second-largest printing press manufacturer with the broadest product range in the industry. For 200 years, the company has been supporting printers with innovative technology, tailor-made processes and a wide array of services. The portfolio ranges from banknotes, via board, film, metal and glass packaging, through to book, display, coding, magazine, advertising and newspaper printing. Sheetfed and webfed offset and flexo printing, waterless offset, intaglio, simultaneous perfecting and screen printing or digital inkjet – Koenig & Bauer is at home in virtually all printing processes and is the market leader in many of them. In the financial year 2017, the approximately 5,500 highly qualified employees worldwide generated annual sales of more than EUR 1.2 billion.

*Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)*