

June 2013

ELBA For Business Self-Adjustable Sorter **winner of the “red dot award: product design 2013!”**



Hérouville Saint-Clair, France — **Hamelin, a leading European manufacturer of office, school and fine arts supplies, is proud to announce that it has won a prestigious red dot award for its ELBA For Business Self-Adjustable Sorter.**

This innovative organiser file was designed for managers and executives who require sophisticated organisation of their documents, when preparing business trips with many meetings for instance.

The 37 members of the red dot jury of experts were impressed by the particularly well-executed aspects of design work. The “honourable mention” awarded to the *ELBA For Business Self-Adjustable Sorter* recognises the “excellent detail solution”, in particular:

- **the unique sliding self-adjustable wrap-around cover that protects the content whatever the volume of documents, up to 400 sheets.**
- **the expandable “accordion” parts with dividers made of rewritable polypropylene material, making them easy to identify and update.**
- **the flattering soft touch yet hard-wearing flexible cover.**
- **the choice of sleek and professional colours: stone grey, brick orange, sand grey.**
- **the easy and simple to update A4 index sheet, preventing users the hassle of crumpled and dog-eared index paper strips.**

The red dot is one of the world’s most sought-after design prizes. In an evaluation process lasting several days, each one of the 4,662 product creations submitted was tested, discussed and evaluated in detail, live and on site, by renowned experts.

More than 1,200 guests from the world of design, industry, society and media will celebrate the winners of the “red dot award: product design” at the red dot gala on 1 July 2013, which traditionally takes place in Essen’s opera house, the impressive Aalto Theater. The *ELBA For Business Self-Adjustable Sorter* will then be put on display during a four-week special exhibition in the red dot design museum.



Hamelin is a leading European stationery manufacturer with a total turnover of Euro 600 million and 3,000 employees. Hamelin's key brands are ELBA (Filing), CANSON (Fine arts) and OXFORD (Books and Pads).

<http://www.hamelinbrands.com>

Prof. Dr. Peter Zec, initiator and CEO of the red dot, has pointed out that strong design competence and economic success nowadays go hand in hand: “The winners of the ‘red dot award: product design 2013’ are the protagonists of a highly developed design culture and design industry. These days it is becoming more and more difficult to distinguish between well-designed products. It is often only in the details that the special qualities become apparent. However, those product creations that pass the test before the critical eyes of the international red dot jury will not disappear into the crowd and will be able to fend off global competition.”

The winning products in the red dot design museum

With around 2,000 products spread over an area of more than 4,000 square meters, the red dot design museum houses the largest exhibition of contemporary design worldwide. From 2 to 28 July 2013, the museum will host the traditional special exhibition of the award-winning products. In “Design on stage – winners red dot award: product design 2013”, design enthusiasts can marvel at the latest trends at close quarters. Visitors are expressly invited to handle the pieces, allowing them to experience live in the breathtaking atmosphere of the red dot design museum **the prize-winning design of the *ELBA For Business Self-Adjustable Sorter* from Hamelin.**

The red dot design award

With the red dot design award, the Design Zentrum Nordrhein Westfalen created one of the most internationally acclaimed competitions. The prize, the “red dot”, has established itself internationally as one of the most sought-after quality marks for excellent design. The Design Zentrum Nordrhein Westfalen displays the award-winning products in the red dot design museum for at least one year.

In order to appraise the diversity in the field of design in a professional manner, the red dot design award breaks down into different disciplines: the “red dot award: product design”, “red dot award: communication design” and “red dot award: design concept”.

Further information is available at: www.red-dot.de/press

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