



press release

Franke Kaffeemaschinen AG
Franke-Strasse 9
4663 Aarburg
Switzerland

+41 62 787 3131
coffee.franke.com

Franke Mytico – multi-award-winning product design and cutting-edge Swiss technology

Aarburg, Switzerland, February 26, 2024

For Franke Coffee Systems 2023 was all about the new BeyondTraditional product category, with the launch of the Mytico product line. Its unique design, combined with the most advanced technology, impressed the GOOD DESIGN® jury. Accordingly, they honored this groundbreaking coffee solution with the 2023 GOOD DESIGN® Award in the RETAIL FITTINGS category.

The new Franke Mytico combines aesthetics with functionality. The unmistakable, timelessly elegant Italian design and Swiss perfection, right down to the smallest detail, make this powerful coffee machine an eye-catcher in any interior.

The GOOD DESIGN® Award is one of the oldest and most coveted awards for outstanding design in the world. It is awarded by the *Chicago Athenaeum Museum of Architecture and Design* and the *European Centre for Architecture Art Design and Urban Studies*. Entries are judged by respected designers and leading industry experts, as well as trade press representatives. For 2023, the jury received a record number of entries, with more than 1,100 applications from 55 countries.

"Winning this coveted design award in such a strong competitive environment only strengthens our motivation to push the boundaries of technology and design in the coffee industry to new levels," says Jessica Zoehner, VP Global Marketing at Franke Coffee Systems.

Awarded four times

The 2023 GOOD DESIGN AWARD® is already the fourth important award that the Mytico line has received. In addition to the international MICE Product Innovation Award 2023 and the SMART Label award from the HostMilano trade show, Mytico also won the coveted German Design Award at the end of 2023. The German Design Award is one of the most prestigious awards for outstanding design quality and is highly regarded even beyond specialist circles. Mytico was honored in the category "Excellent Product Design - Industry".



Always one step ahead

The Mytico product line sets new standards in the coffee industry. This applies to every detail: The innovative integrated Franke Coffee Technologies ensure simple operation and easy preparation of perfect coffee-based beverages. The unique design and low height of Mytico allow staff to devote their full attention to guests during preparation, creating memorable coffee moments every time. Thanks to the finest Swiss engineering, this new coffee solution always brews delicious, barista-quality coffee drinks, day after day and at any location. This closes the gap between the high-quality expectations of customers and the shortage of qualified specialists on the other. This line is equipped with outstanding Franke innovations such as iQFlow™, Pure Shot, individual brewing temperature and much more - for the best in-cup quality and an exceptional coffee experience. Mytico celebrates the craft of traditional coffee preparation without requiring much training and makes it an eye-catching addition to any coffee business.

About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, is a technology and solution provider of professional automatic coffee machines. Our passion for the best coffee quality motivates us to elevate the customer experience through sharing state-of-the-art innovations and profound industry expertise. Learn more at coffee.franke.com

Media contact

Franke Coffee Systems
Sabina Nelson
Senior Marketing Communications Manager
+41 62 787 35 85
sabina.nelson@franke.com

Copyright all images: Franke



Caption 1: Franke Mytico is an eye-catching addition to any setting.



Caption 2: Mytico Vario with side panel in Burgundy. There are 6 different Franke colors to choose from.



Caption 3: Franke Mytico was honored with the 2023 GOOD DESIGN® Award.

