



press release

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Highest distinction: Franke Mytico wins IF DESIGN AWARD 2024 Gold

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Franke's BeyondTraditional product category with its flagship Mytico continues its success story by winning the prestigious and exclusive IF DESIGN AWARD Gold. With this award, Franke Coffee Systems impressively underlines its goal of combining unique design and state-of-the-art technology to raise the coffee experience to a new level.

The iF DESIGN AWARD is presented annually by the world's oldest independent design institution, the iF International Forum Design GmbH in Hanover, Germany. For 2024, the jury of 132 independent experts from all over the world evaluated almost 11,000 entries from 72 countries, of which only 0.7% were awarded gold.

The Mytico impressed the design experts with its fusion of cutting-edge technology, elegant Italian design and user-oriented functionality: "The Mytico coffee machine by Franke was awarded gold for its outstanding material authenticity and modularity. The intuitive UI was also a key factor in our decision. The iconic form of a traditional Italian coffee machine is seamlessly integrated with the technology and speed of a fully automatic machine. A clear winner."

Teamwork for outstanding performance and design

The exceptional design of the Mytico product line was developed by Emo Design in Italy in close collaboration with a cross-functional team from Franke Coffee Systems. The development and design focused on the needs of customers and partners for a groundbreaking machine that celebrates the craft of traditional coffee making without requiring extensive training.

"We are very proud to receive this important and exclusive award," says Marco Zancolò, CEO of Franke Coffee Systems. "This is the first time that one of our coffee machines has received the coveted Gold Award. As a manufacturer of professional automatic coffee machines, it is very special to be among the top winners of this prestigious design label. Out of nearly 11,000 entries, only 75 truly outstanding competition entries were awarded Gold."



A new category in professional coffee preparation

The Mytico product line combines impeccable Italian design with Swiss engineering to set new standards in the coffee industry. With its unmistakable shape, portafilter-like spout and angled feet with a high-quality industrial look, it is an eye-catcher in any setting. The Mytico's unique design and low height allow staff to focus on their guests during preparation, creating memorable coffee moments again and again. Thanks to the finest Swiss engineering, the new coffee solution brews delicious, barista-quality coffee beverages day after day, in any location. Mytico offers maximum flexibility for a wide range of applications and makes it easier to reach new customer segments.

Multiple awards for Mytico

The coveted IF DESIGN AWARD 2024 GOLD is the fifth major award for this product line. In addition to the renowned 2023 GOOD DESIGN AWARD®, Franke has already received the international MICE Product Innovation Award 2023, the SMART Label Award from HostMilano and the renowned German Design Award 2023 for Mytico.

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

About the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world.

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Caption 1: An eye-catcher at any location and in any setting - Franke Mytico.



Caption 2: High quality chrome and stainless-steel elements, side panel available in 6 different Franke colors. Shown here with the color Burgundy.



Caption 3: The low height of the Mytico allows the staff to give their full attention to the guests.



Caption 4: Distinctive Italian design and innovation down to the smallest detail - that's what Franke Mytico stands for.

