



# press release

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## Franke Mytico recognized with the Red Dot: Best of the Best Award in Product Design

Aarburg, Switzerland, June 24, 2024

**The "Red Dot: Best of the Best" is the highest award of the renowned international design competition. The coveted Red Dot Design Awards are presented annually in three disciplines. Franke's Mytico line receives this award in the Product Design 2024 discipline. This accolade reaffirms the company's expertise in not only anticipating design trends but also transforming them into products of exceptional quality.**

Only the most outstanding products in a category receive the "Red Dot: Best of the Best" quality label. The award is bestowed by a jury of around 40 international design experts from various fields. Criteria such as functionality and aesthetics of the submitted products are evaluated for the award. The "Red Dot: Best of the Best" is the highest distinction in the competition and stands for pioneering design and outstanding product quality.

The Franke Mytico combines cutting-edge Swiss technology with elegant Italian design and user-oriented functionality. This groundbreaking symbiosis has once again convinced the expert jury of one of the largest design competitions worldwide. "We are particularly pleased to receive this exclusive award," explains Marco Zancolò, CEO of Franke Coffee Systems. "The Red Dot Award is one of the most coveted quality labels for design. And with the Red Dot: Best of the Best award, not only has Mytico's innovative design and exceptional quality been recognized, but it is also a reward for everyone involved in the development of this game-changing coffee machine."

### **Winner Points for the best of the best**

This year, the international jury assigned Red Dot Winner Points for the first time as part of the evaluation of the "Red Dot: Best of the Best". The Franke Mytico received an outstanding 93 out of a maximum of 100 Red Dot Winner Points. "Among the numerous submissions from companies and design studios from all over the world, the outstanding quality and design of your product convinced our international jury. With the Red Dot Winner Label and an exclusive presentation of your award in the Red Dot Design Yearbook, on our website and in our exhibitions, we honor this great achievement," writes Professor Dr. Peter Zec, initiator and CEO of Red Dot, in the results notification.



"The Red Dot: Best of the Best Award not only recognizes our product, but also the outstanding work of our Italian partner EMO Design in collaboration with a cross-departmental team of Franke employees," emphasizes Marco Zancolò. "Together, we have developed a coffee machine meeting our customers' needs that gives an answer to the special challenges nowadays, sets new standards in terms of flexibility and user-friendliness and looks extremely good at the same time!"

### **A shower of awards for Franke Mytico**

About a year after its market launch, the Mytico product line can already fill its own 'Wall of Fame': With a Red Dot: Best of the Best in Product Design, it has reached half a dozen prestigious design accolades. Mytico has already won the coveted iF DESIGN AWARD 2024 Gold, the 2023 GOOD DESIGN AWARD®, the international MICE Product Innovation Award 2023, the SMART Label award from the HostMilano trade show and the German Design Award 2023. Mytico has further received four additional national awards and accolades in the USA, UK, and Germany.

### **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](https://coffee.franke.com)

### **About the Red Dot Design Award**

The distinction "Red Dot" has become established internationally as one of the most sought-after seals of quality for good design. In order to appraise the diversity in the field of design in a professional manner, the award breaks down into three disciplines: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. Each competition is organized once every year.

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Caption: Franke Mytico takes center stage and enhances any ambience.



Caption: Franke Mytico impresses with its retro look, user-friendliness, and consistent in-cup quality.



**reddot** winner 2024  
best of the best