

press release

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Design that guides consistency in professional coffee environments

Red Dot Award: Product Design 2026 – Franke Coffee Systems' New A Line Honored

Aarburg, Switzerland – April 27, 2026

Franke Coffee Systems' New A Line received the distinction “Red Dot” in the Red Dot Award: Product Design 2026, recognizing a design concept created to support intuitive operation, visual clarity, and consistent performance in professional coffee environments. In a competitive field of international submissions, the international Red Dot jury honored the platform for its outstanding design quality and holistic approach.



The Red Dot Design Award is one of the world's most recognized design competitions and is regarded internationally as a mark of high design quality. Products are evaluated by an independent jury of international experts, based on criteria such as innovation, functionality, usability, and aesthetic quality.

Design that translates into operational clarity

The **New A Line** was developed with one clear priority: delivering consistently high, premium in-cup quality in professional coffee environments. Its design is not merely aesthetic — it is functional and performance-driven. Across hotels, restaurants, coffee shops, and high-traffic retail locations such as convenience and forecourt stores, operators must balance speed, customization, and consistency. The New A Line meets these demands



through an integrated system architecture that combines advanced coffee brewing technology with intuitive operation, powered by FrankeOS and a structured, image-led user interface. Every element is engineered to safeguard premium beverage standards while simplifying workflows and reducing operational complexity.

Rooted in Swiss engineering precision, the New A Line reflects Franke's forward-thinking materialization strategy. Core structural components are produced from high-grade metal, ensuring long-term performance and minimized waste over the machine's lifecycle. Selected elements incorporate predominantly recycled plastics, balancing exceptional durability with environmental responsibility in material choices. The available color worlds – Onyx, Granite, and Mahogany – allow the machine to integrate seamlessly into a wide range of interior concepts.

"This recognition confirms our belief that design must actively support performance in day-to-day operations," said Marco Zancolò, CEO of Franke Coffee Systems. "With the New A Line, we created a platform where intuitive interaction, visual clarity, and premium materials work together to help our customers deliver consistent quality in demanding professional environments. The Red Dot Award highlights the role design plays in making that possible."

The Red Dot recognition follows the recent success at the iF DESIGN AWARD 2026, further reinforcing the New A Line's performance-driven design concept and its focus on combining intuitive interaction with operational reliability.

[Get more information →](#)

About Franke Coffee Systems

Franke Coffee Systems, a division of the Franke Group, designs and manufactures professional coffee machines. Headquartered in Aarburg, Switzerland, the company serves customers in 80 countries through a global service and distribution network, providing Swiss-engineered quality and customer-focused solutions. Learn more at coffee.franke.com.

About the Red Dot Award: Product Design 2026

The Red Dot Award: Product Design is one of the most internationally renowned competitions for product design. Since 1955, it has recognized products that stand out for their high design quality. At the core of the competition is the thorough evaluation by the independent Red Dot Jury. It examines all submissions in detail and discusses them regarding key aspects of good design – including function, usability, responsibility, and aesthetic quality. The jury is composed of internationally experienced experts from various disciplines.

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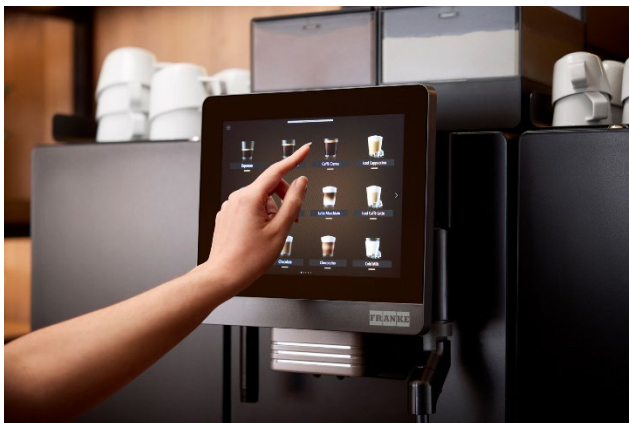
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Caption 1:
The New A Line's modular design combines clear form language and balanced proportions, creating a cohesive and performance-driven system for professional coffee environments.



Caption 2:
Premium materials and refined surfaces allow Franke Coffee Systems' New A Line to integrate seamlessly into different hospitality environments.



Caption 3:
The New A Line features a large touchscreen interface with guided workflows designed for intuitive interaction in high-frequency environments.



reddot winner 2026

Caption 4:
The official red dot winner label