



reddot award 2017
winner

PRESS RELEASE

FOR IMMEDIATE RELEASE

3 April 2017

**STEELITE INTERNATIONAL 'DOTS THE I' FOR INNOVATION,
SCOOPING TOP 'RED DOT' DESIGN AWARD**

Market leading tableware manufacturer, Steelite International, has won the Red Dot Award for Product Design. Its new Willow collection, that launched in February this year, was awarded the sought-after Red Dot seal of approval for outstanding design.

Willow is a plate and bowl series designed for fine dining and banqueting, featuring a repeating interweave design that mirrors traditional woven craft. The combination of crisp style and precision technology reproduces the natural qualities of willow – a pale, beautiful wood with hidden inner strength.

The collection is designed to make banqueting operations stylish, efficient and cost-effective requiring only one size plate cover for every course. The mid rim plate profile regulates portion size, helping operators to reduce wastage and control costs. The dramatic deep pattern of the wide rim banqueting plate profile frames a range of well sizes for a chic effect.

Andrew Klimecki, VP Design, Steelite International, said, “Recognition from the prestigious international Red Dot Awards confirms our record of innovation at Steelite International. Each collection is created to give our customers stylish yet deceptively strong tableware that will make their dishes stand out. Willow is the union of form and function – modern and sleek, yet robust enough to withstand the most rigorous commercial environments.”

Professor Dr Peter Zec, CEO of the Red Dot Award said, “The Red Dot winners are pursuing the right design strategy. They have recognised that good design and economic success go hand in hand. The award by the critical Red Dot jury documents their high design quality and is indicative of their successful design policy.”

The Red Dot Award has worldwide recognition as a mark of outstanding design and innovation since 1955. The judging panel of 40 independent designers, design professors and specialist journalists tested 5,500 entries from 54 countries to select the winners. Previous winners include Dyson, Mercedes-Benz and Joseph Joseph.

Willow's win will be celebrated at the Red Dot Gala award ceremony in Essen, Germany on 3 July 2017. The collection will be shown at the 'Design on Stage' exhibition as part of the world's largest exhibition of contemporary design. The international reference work, Red Dot Design Yearbook 2017/18 will feature Willow, and the collection will be included in the [Red Dot App](#) and the design platform [Red Dot 21](#).

To find out more about the Willow collection, email marketing@steelite.com

For more information on Steelite International's tableware ranges, visit www.steelite.com, Twitter @SteeliteUK, or Instagram @SteeliteInt

To find out more about the Red Dot Design Awards, visit www.red-dot.org

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NOTES TO EDITORS

About Steelite International

- Steelite International is a world-leading manufacturer and supplier of award-winning, inspirational table top ranges for the international hospitality industry.
- Steelite International has industry roots which span more than 100 years.
- Steelite International employs more than 1000 people in the UK as well as more than 100 overseas.
- Steelite International was acquired by John Miles CEO & PNC Riverarch on 14th June 2016.
- The company's Mission Statement is: "To be the hospitality industry's preferred choice for table top products, achieved through the combination of inspirational design, excellent quality and outstanding service whilst minimising our environmental impact."
- The company's core ceramic products are manufactured at its factory in Stoke-on-Trent – one of the most modern and efficient production units in the world. Up to half a million pieces of ware are made every week.
- Steelite trades with more than 140 countries across the globe and its products are the favoured brand of hotel chains such as Hilton and Four Seasons as well as pub and restaurant giant Whitbread and P&O Cruises.
- Steelite International's business spans a number of industry sectors including commercial catering, ranging from staff restaurants and retirement homes to contract caterers and cruise lines; and the leisure and hospitality market including restaurants, casinos and hotels.

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at www.red-dot.org.