

INTERNATIONAL BREAKTHROUGH FOR HÅG'S DESIGN

MARCH 2010

HÅG has received the prestigious international *red dot design award: product design* for its HÅG Futu task chair. The *red dot design award* is one of the world's most widely renowned design competitions, and it gives HÅG's focus on innovative Scandinavian design a European breakthrough.



reddot design award
winner 2010



The *red dot design award* is given for high quality design. It is an international mark of quality, awarded by an international jury only to products whose unique design marks them out as clearly different from comparable products. The jury assesses the products on the basis of innovation, functionality, ergonomics, the environment and user-friendliness. This year's jury had to decide between 4,525 products from 1,636 companies in 57 countries.

HÅG's Futu is an elegant task chair that looks impressively simple from the outside, but has all functionality built inside the chair. The details have been perfected over several years' development and the chair is now being launched internationally. "For HÅG, the *red dot award* is a recognition for long term design strategy," says Christian Lodgaard, director of Research & Development. "We are being rewarded for many years of design effort, in which balanced seating comfort, quality and eco-friendly solutions have been the very cornerstones of the design philosophy."

"We are pleased and proud to have won the *red dot award: product design*. This award is proof that innovation is absolutely essential to be the best. Our design philosophy is important in helping us create new and lasting competitive advantages, and this prestigious award is very encouraging" says CEO Lars I. Røiri. "Sales of the HÅG Futu have exceeded all expectations and this chair has helped us break into new markets, as well as gaining greater acceptance among important target groups, such as designers and architects. That makes it especially satisfying to receive such international recognition," he concludes.

The HÅG Futu has already won several awards, including the Norwegian Design Council's Award for Design Excellence and Environmental Award.

The official presentation of the *red dot design award* will be in Essen in Germany on 5 July.

For more information: hag-global.com and red-dot.de

Contact:

Christian Lodgaard | Director Research & Development of HÅG and Scandinavian Business Seating | +47 41 64 18 23 | christian.lodgaard@sbseating.com

Lars I. Røiri | CEO of HÅG and Scandinavian Business Seating | +47 22 59 59 00 | lars.roiri@sbseating.com

For high res pictures, contact graphic designer Elin Modal | +47 22 59 59 02 | elin.modal@sbseating.com

Facts about Scandinavian Business Seating:

Scandinavian Business Seating is Scandinavia's leading player within the development, design and production of office chairs and seating groups for private and public sector office environments. The group owns the Scandinavian brands HÅG, RH and RBM. Common to all brands is a strong focus on visual design, health, quality and the environment. The group's products are distributed through an independent network of dealers in Europe. The main markets are served by our own companies in Norway, Sweden, Denmark, Germany, The Benelux countries, the UK and France. The chairs are manufactured at production facilities in Norway and Sweden. Scandinavian Business Seating is headquartered in Oslo. The company has more than 600 employees working together to realize the company's vision: "To make the world a better place to sit!"