

Pressemitteilung

German Design Award 2019 – ABUS recognised with two awards

Wetter/Ruhr – 5. December 2018 – The German Design Award is presented on an annual basis by the German Design Council and rewards products with particularly innovative designs. ABUS won over the expert panel at this year's award ceremony with the 770A SmartX U-lock and the GameChanger aero helmet. Both products were declared winners in their respective categories.

The German Design Award is judged independently and to a very high standard. This year's jury – consisting of 46 design experts from business, science and academia – were looking to uncover and recognise unique design trends. Participation in the awards is by invitation. In order to be nominated, products need to stand out in terms of their design quality and their potential to set trends.

And, according to jury member Dina Gallo, one trend in particular was the dominant theme in this year's awards: "Digitisation is taking over in many areas! Making technology easier for people to use is a key topic in current design."

This is precisely where ABUS' digital 770A SmartX U-lock comes in. The smart U-lock has a robust lock body with an integrated digital cylinder, which communicates with the user's smartphone via Bluetooth and can therefore fulfil various functions. The lock also boasts a 3D detection feature, which triggers a 100 db alarm in the event of vibrations.

In the GameChanger aero helmet, ABUS has developed a high-end racing helmet, which meets the exacting demands of professional cycling. The unique design reduces windage by minimising exposed surfaces, regardless of weather conditions, head-tilt position and inflow angle. With this innovative Forced Air Cooling Technology, incoming air is sucked in and channelled around the head, keeping the rider's head cool and in the game.

The ABUS brand

ABUS has been ensuring the good feeling of security since 1924. The German manufacturer specialises in high-quality products characterised by reliability, durability, and ease of use. To meet the growing needs of private and business customers, ABUS offers a wide range of innovative solutions for home, commercial, and mobile security. The ABUS Group includes ABUS August Bremicker Söhne KG, ABUS Security-Center GmbH & Co. KG, ABUS Pfaffenhain GmbH. The independent group of companies is based in Wetter an der Ruhr and operates all over the world.

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