



Hultafors Group won several design prizes at the red dot awards

Hultafors Group won two sought after prizes at the red dot awards – the world’s largest and most prestigious design contest. Red dot’s highest honour, the best of the best award, was presented to Hultafors’ adjustable wrecking bar. In addition, the company’s innovative tool bag was awarded the prestigious “red dot” title.

At the 2012 red dot awards in Germany, the international design expert jury was impressed by Hultafors Group. Red dot is the most prestigious international design contest, and this year 4,515 products from close to 60 countries were in the running.

In the Industry and Craft category, Hultafors Group received no less than two awards for their innovative products.

“Hultafors has always worked hard on innovation, functionality and design. It is important to us that our products have an ergonomic and user friendly design that helps the user to carry out his or her work tasks. Receiving an international award for our efforts is very honouring,” says Joakim Hedelin, Director Product Management at Hultafors Group.



At the red dot awards, the new adjustable wrecking bar won the special prize “best of the best.” Hultafors’ product distinguished itself from the others and won due to its unique functionality, safety and modern design. The explanatory statement included: “It is the first wrecking bar with a really good grip”.

One of the models in the next generation of tool bags from Hultafors Group was also awarded a design prize. In the explanatory statement, the international expert jury highlighted the



product's innovative material, the ergonomic and modern design of the bag and the unique shape that makes it easy for the user to reach the tools.

“We are proud to have won such a prestigious award and are happy that a Swedish company competes successfully in a tough international contest. At Hultafors Group we have always known that that our work helps our customers on their way toward business success, but we would never have expected this kind of excellent result,” says Henry Lundberg, Manager Product Management Workwear at Hultafors Group.

In addition to the honor, the prize winning contestants will also be on display at the red dot design museum in Essen, Germany.

Hultafors Group offers a dynamic range of premium brands to rely on. Snickers Workwear, Wibe Ladders and Hultafors Tools form together a powerful offer for distributors and craftsmen who want innovative and reliable products with maximum function, safety and ergonomics. Hultafors Group has 650 employees, an annual turnover of 1.2 billion SEK and sales operations on more than 37 markets the world over. www.hultaforsgroup.com

The red dot design award

The red dot design award, whose origins reach back to the 1950s, is carried out in three disciplines: the “red dot award: product design”, the “red dot award: communication design” and the “red dot award: design concept”. In 2011 alone, more than 14,000 entries from over 70 countries were registered. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.



reddot design award
best of the best 2012