

Press release



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CLUB glass tankard receives red dot design award

Important award for RASTAL: CLUB, the glass tankard specially created for the young scene was awarded the highly coveted international quality trophy for excellence in design

The CLUB glass tankard from RASTAL is impressively robust, compact as well as good to hold. It won the red dot design award 2006, the international product design competition run by the Design Zentrum Nordrhein-Westfalen, in the category "Household and Kitchen". Its modern and at the same time unconventional design convincingly impressed the jury made up of over twenty internationally renowned designers.

The CLUB tankard, whose design is based on very extensive market research in the young clubs and bars scene, has enjoyed growing popularity with brewers and consumers since its market launch – not least because of its unfussy overall lines and strikingly formed foot element and handle. Now it has been given top notes in the red dot design award competition by the jury members because it equally fulfils their strict formal, technical and production-specific grading criteria and their economic and ecologic requirements.

With over 4,000 entries from forty countries, the red dot design award ranks among the largest design competitions worldwide. The award is now the most important design prize for many enterprises and designers because of the high calibre of the jury members. The number of participants and, above all, the internationality of the entries speak a clear language. The red dot, the international mark of design quality, is the coveted trophy.

For enterprises that have won the red dot award it is a very effective and highly visible mark of product and service quality within the framework of their corporate communication. This also makes the award a real help for consumers looking for design-oriented products. An enterprise that wins a red dot design award demonstrates its commitment to innovation and willingness to directly face its competitors.

RASTAL is proud to have once again won this highly sought after trophy. Because behind the red dot design award is much more than just a competition – the winner chosen by the jury then ranks among the best known and most influential enterprises of its sector.

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