



## Press Release

**Axial fan receives Red Dot Award**

### **Outstanding Product Design from Mulfingen**

**ebm-papst received the renowned “Red Dot Award 2017: Product Design” for its AxiBlade axial fan. The jury was impressed by the fan’s modular structure, which sets special standards when it comes to flexibility and functionality.**

A record number of over 5,500 products from 54 countries registered for this year’s competition. In July 2017, a 39-person jury in Essen, Germany conferred one of the most renowned awards in the design sector on a product from ebm-papst. When justifying its choice, the jury stated: “AxiBlade has an impressive modular structure. Its flexibility and functionality set special standards.” Designs from a total of 47 categories received awards in the Product Design area of the Red Dot Awards. AxiBlade entered the competition in the “Industrial devices, machines and automation” category.

#### **Flexibility and functionality triumph**

Based on a modular system, the AxiBlade axial fan is used in ventilation, refrigeration and air conditioning systems. It features housings with aerodynamically optimized geometries complemented by profiled impeller geometry and winglets for maximum efficiency. This combination allows AxiBlade axial fans to operate in a wide variety of applications with optimum efficiency of up to 54%. They can also achieve a noise reduction of up to 8 dB(A) when compared to the standard program.

#### **About the Red Dot Award**

One of the largest design competitions in the world, the Red Dot Award is organized by Design Zentrum Nordrhein Westfalen. The first jury met in 1955 in order to evaluate the best designs of that era. Since then, the coveted Red Dot has been the world’s highly esteemed seal of outstanding design quality.

Katrin Lindner  
Trade press coordinator  
Phone: +49 7938 81-7006  
Fax: +49 7938 81-97006  
Katrin.Lindner@de.ebmpapst.com

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Press office contact  
ebm-papst Group

Phone: +49-7938-81-7105  
presse@de.ebmpapst.com  
twitter.com/ebmpapst\_NEWS  
facebook.com/ebmpapstFANS  
youtube.com/ebmpapstDE  
www.ebmpapst.com  
www.greentech.info/ec-technologie



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Fig. 1: Thomas Sauer, Head of Design Area B and Electronics at ebm-papst accepted the design award on behalf of the company.



Fig. 2: The AxiBlade axial fan from ebm-papst received the Red Dot Award for outstanding design.

**Figures** ebm-papst  
**Characters** approx. 1,700, with headings and sub-headings  
**Keywords** Red Dot, product design  
**Tags** Design award, AxiBlade, Red Dot Award, fan  
**Link** [www.ebmpapst.com/axiblade](http://www.ebmpapst.com/axiblade)



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presse@de.ebmpapst.com  
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facebook.com/ebmpapstFANS  
youtube.com/ebmpapstDE  
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### About ebm-papst

The ebm-papst Group is the world's leading manufacturer of fans and motors. Since it was founded, the technology company has continuously set global industry standards: from the digital interconnection of electronically controlled EC fans to aerodynamic improvements for fan blades to the use of eco-friendly materials.

In fiscal year 2016/17, the company achieved sales of almost €1.9 billion. ebm-papst employs over 14,000 people at 26 production sites (e.g. in Germany, China and the US) and in 49 sales offices worldwide. Fans and motors from the world market leader are used in many industries, including ventilation, air conditioning and refrigeration, household appliances, heating, automotive and drive engineering.