

LECHUZA CANTO wins the Red Dot Design Award.



**reddot award 2017
winner**

The highly coveted Red Dot Design Award 2017 has two new winners: the LECHUZA CANTO receives the prestigious award for its cube and column shape in the category “Product Design”. It’s the seventh time that LECHUZA has been chosen for the award, thus putting further emphasis on the brand’s expertise for high-end planters. “This latest distinction means a lot to us. We are glad that our products convinced the jury of the Red Dot Design Award, as the award is an affirmation of our innovative design.” explains Katja Schulte, Division Management LECHUZA Sales, Marketing, R&D.

The jury, consisting of 39 design experts from different fields, thoroughly tested the nominated products from 54 countries over a period of three days. The CANTO was able to convince with its innovative features, as it is the first planter of its kind with an integrated sub-irrigation system and a unique natural stone look. In addition to its extraordinary design and its workmanship, the CANTO offers clever functionality: the well-proven LECHUZA sub-irrigation system ensures that plants always have access to just the right amount of water. From the water reservoir, plants can absorb the perfect amount of nutrients and moisture for healthy growth. The built-in water level indicator reliably shows when the water reservoir needs to be refilled. Being made out of durable, light, high-quality plastic, the CANTO is very adaptable and flexible, as the planter liner can be placed in either the cube or column model.



Red Dot Award – one of the most prestigious design awards in the world

The Red Dot Design Award, with a history of over 60 years, has become one of the biggest and most important design prizes since it was first started in 1955. There are three different categories: “Product Design”, “Communication Design” and “Design Concept”. The winners are chosen from all nominated products by an international jury of well-known design experts. These experts may only be professors in the field of design, freelance designers and journalists. They inspect and test the products thoroughly, bearing in mind criteria such as innovation, functionality, ergonomics, durability, ecological compatibility and self-explanatory handling. Further information about the Red Dot Design Award can be found on www.en.red-dot.org.

LECHUZA CANTO Color is available in stores from March 2017 as All-in-One Set with planter, planter liner, water level indicator, sub-irrigation system and the plant substrate LECHUZA-PON in the colors sand beige, graphite black and stone gray.

CANTO Color Cube Dimensions: 12 x 12 inch | height 12 inch

CANTO Color Column Dimensions: 12 x 12 inch | height 22 inch



About LECHUZA

geobra Brandstätter Stiftung & Co. KG, headquartered in Zirndorf (near Nuremberg), is the maker of PLAYMOBIL and Germany's largest toy producer. In addition, the innovative company has been developing, producing and distributing the LECHUZA brand of high-quality plastic planters since 2000 and designer garden furniture since 2015. The Brandstätter group employs over 4.200 members of staff worldwide.