

Award for high design quality: BALCONISSIMA receives the Red Dot Design Award 2018

This year's winners of the Red Dot Award: Product Design were announced and the innovative BALCONISSIMA balcony box from LECHUZA is one of them! The internationally recognised quality seal was awarded to LECHUZA for the eighth time, highlighting once more the position of the experts in high quality and functional self-watering planters. By giving the award to BALCONISSIMA, the judges acknowledged the balcony box's particular design and quality.

Over several days the jury, which was made up of around 40 design experts from a wide range of departments, tested the 6,300 products from 59 countries "in search of good design and innovation". During the evaluation process, BALCONISSIMA impressed the judges with both its beautiful external look and its outstanding functionality. The balcony box makes it possible to create a green oasis on a balcony or patio in a few simple steps. More than anything, this addresses a new target group, which is looking for quick and easy yet beautifully staged planting.

The principle is simple: after purchasing the plants, insert the wick supplied into the underside of the cultivation pots; place in BALCONISSIMA; fill the water reservoir in the base of the balcony box and the herbs or flowers will be supplied with all they need to grow well. Via the wick irrigation system and the water reservoir, the plants are able to absorb the precise quantities of nutrients and water that they require according to what they would need in a natural setting - even on hot summer days. A glance at the water level indicator is all you need to see when it is time to replenish the water supply again. The balcony box bracket ensures that the product is held in place securely; it can be attached in a few simple steps. Specially designed for use outside, BALCONISSIMA is very robust and weather-resistant and has a removable drain plug allowing excess rainwater to drain away.

BALCONISSIMA's key features: the plants do not need repotting and the mounting is straightforward to attach. Your balcony and hands stay clean, combining and changing the plants around is always quick and easy. BALCONISSIMA's delicate weave-like texture gives it a modern look that suits any planting and balcony décor.



About the Red Dot Award

Since its beginnings in 1955 the Red Dot Award: Product Design has grown to become one of the largest and most important design competitions in the world. To be able to evaluate the variety in design expertly, the Red Dot Design Award is split into three disciplines: “Product Design”, “Communication Design” and “Design Concept”. In the 1990s, the CEO of Red Dot, Professor Dr. Peter Zec, developed the award’s name and brand. Since then, the award has become a seal of outstanding design quality and is highly respected internationally. Evaluating the products submitted is the job of an international jury made up of design professors, independent designers and specialist journalists. They appraise the world’s most unusual and innovative products live on site and test them individually in a multi-stage evaluation process according to a set of criteria that includes degree of innovation, functionality, aesthetic quality, ergonomics and durability. You can find more information on the Red Dot Design Award at www.en.red-dot.org/

BALCONISSIMA Color is available as an All-in-One set including a planter, planter liner, water level indicator, bracket for the balcony rail and three wick-irrigation sticks. In white, slate and lime green it matches the colors of the CUBE 14 and CUBE 16 herb cubes perfectly.

BALCONISSIMA Color (W x D x H): 40 x 14 x 14 cm (16 x 6 x 5 inches); 1l (0.3 gal) water reservoir



About LECHUZA

geobra Brandstätter Stiftung & Co. KG, headquartered in Zirndorf (near Nuremberg), is the maker of PLAYMOBIL and one of 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 4.400 members of staff worldwide.