

Vestergaard wins Red Dot Award for LifeStraw Home water pitcher: good design that is doing good

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Vestergaard, parent company to LifeStraw, has been awarded the prestigious 2019 Red Dot Design Award for its LifeStraw Home water filter pitcher—a distinction recognising outstanding and high-quality design. The Red Dot Award is one of the most prestigious worldwide design competitions, drawing more than 5,500 product submissions from 55 countries this year. Mikkel Vestergaard Frandsen, CEO of Vestergaard and LifeStraw, was on hand in Essen to receive the award.

“It was an honour to be part of such a prestigious event with so many excellent products and designers. We are proud that LifeStraw’s first household product was able to achieve such recognition for design.”

Vestergaard won for its first household water filter pitcher: The LifeStraw Home. The LifeStraw Home was inspired by the clean lines of Scandinavian design with form, function and social responsibility in mind. The company has always had a core belief in social impact: for every LifeStraw product sold, a school child receives safe water for a year. “We have proven that good design, doing good and good business are not mutually exclusive” said Mikkel Vestergaard Frandsen.

The LifeStraw Home will join the exhibition “Design on Stage” in the Red Dot Design Museum Essen, and will also be on show in the Red Dot Design Yearbook, online and in the Red Dot Design App.

Design quality is the common factor for award-winning products

“I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead,” said Professor Dr Peter Zec, founder and CEO of Red Dot, in reference to the winners.

See the LifeStraw Home here: www.crateandbarrel.com/lifestraw-7-cup-glass-water-filter-pitcher/s298445

About Vestergaard

Vestergaard is a family owned global health company dedicated to improving the health of vulnerable people, most of whom live in developing countries. Our game-changing solutions contribute to a healthier, more sustainable planet by fighting malaria, HIV/AIDS, diarrheal diseases and neglected tropical diseases. Additional company initiatives are focused on enhancing food security.

About LifeStraw

LifeStraw is a brand within the parent company, Vestergaard. LifeStraw has earned a global reputation as a pioneer and innovator in water filtration technology that transforms microbiologically contaminated water into safe, potable drinking water. The first LifeStraw, introduced in 1996 in partnership with the Carter Centre, has been instrumental in the near-eradication of Guinea worm disease. Time-tested in some

of the harshest environments around the world, LifeStraw products are today used in households, clinics and schools across 64 countries, and revered by outdoor enthusiasts, adventure travellers and home users. LifeStraw products are sold in retail stores across Europe and North America and online at www.lifestraw.com.

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: The Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

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