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reddot award 2014
winner

Press release

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Allocacoc a winner in the Red Dot Award 2014: The PowerCube is awarded for high design quality

Delft, the Netherlands - **Allocacoc convinced the 40-member expert panel for the Red Dot Award: Product Design 2014 with the high design quality of its PowerCube. In the current competition, the international experts discussed and evaluated 4,815 entries from 53 countries. But only designs which won over the jury with quality and innovative strength won an award. The innovative PowerCube modular power strip by Allocacoc was successful and received the coveted Red Dot quality seal as its deserved reward.**

Allocacoc is a firm started by two graduates of Industrial Design of the Delft University of Technology in the Netherlands. The firm gives a twist to products that remained unchanged for years.

One such product is the power strip: the last couple of decades these remained almost unchanged, despite several design flaws. The PowerCube offers a new perspective, and will adapt to your needs instead of the other way around.

The PowerCube is world's smallest 4-5 multi socket, however despite its compact shape plugs will not obstruct one another, as all plug into a different side.

Often you arrive at your office, at home or in a meeting and find it difficult to reach for a nearby available power outlet to charge your notebook or mobile phone. The PowerCube will eliminate this problem as it can be mounted within reach with its included mounting dock, enabling you to charge your mobile devices from your desktop (including tablet computers).

The PowerCube will be exhibited at the Red Dot Design Museum Essen

With around 2,000 exhibits spread over an area of more than 4,000 square metres, the Red Dot Design Museum houses the largest exhibition of contemporary design worldwide. The award-winning products from the Red Dot Award: Product Design 2014 will be presented in an impressive special exhibition from 8 July to 3 August 2014. Since

touching and testing is expressly encouraged in the hands-on exhibition, visitors experience the current best achievements at close quarters in "Design on Stage". This way, design enthusiasts can find out about the trends in international product design and assure themselves of the good quality of the PowerCube by Allocacoc.

The Red Dot Design Award

With the Red Dot Design Award, the Design Zentrum Nordrhein Westfalen created an internationally renowned product competition. Its prize, the Red Dot, has established itself worldwide as one of the most sought-after quality marks for excellent design. The Design Zentrum Nordrhein Westfalen displays the award-winning products in the Red Dot Design Museum Essen for at least one year.

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept.

Further information at: www.allocacoc.com
www.red-dot.de/press

Press contact:

Arthur Limpens

Arthur.limpens@allocacoc.com

+31 619 544 175