

PRESS RELEASE

Sengled wins Red Dot Award 2017

*The Sengled Flex Horn wins Red Dot Award in the category
'product design'*

Düsseldorf, 7th April 2017. Sengled, a leading manufacturer of innovative smart lighting solutions for the smart home, received the Red Dot Award 2017. The design competition for products has existed since 1954 and is a quality certification recognised all over the world. Every year, the jury has since been selecting products of outstanding quality and design and exhibiting them in the Red Dot Design Museum in Essen, Germany. This is now also true for the *Sengled Flex Horn* which was awarded in the category 'product design 2017'.

In 2017, manufacturers and designers from 54 nations submitted their product innovations. Over three days, 39 experts from all over the world assessed the individual objects live and on-site in Essen and identified the best products of the year. Degree of innovation, functionality, formal quality and ecological compatibility are only a few of the criteria that went into the decision. With the *Flex Horn*, Sengled won the prestigious 'Red Dot' award in the area 'product design'.

Easy usage thanks to WiFi connection and app



The *Flex* is an LED light bulb with a built-in JBL® speaker. Not only does it ensure individual lighting but, thanks to the WiFi interface, connects with the home network. This way, not only can the user play their favourite songs from their personal music library but also from streaming services like Spotify, Deezer or internet radio stations. With the smartphone app (iOS™, Android™), lighting and music settings can conveniently be operated. For example, the light can be smoothly dimmed. Complementary to the

At a glance...



Category:
Products

Topic:
Sengled wins Red Dot Award 2017

Internet:
www.sengled.com

Product & RRP
Sengled Flex: 129.90 EUR
Sengled Horn: 49.90 EUR
Sengled Flex + Horn; 159.90 EUR

Availability:
as of now



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Flex, Sengled offers the lampshade *Horn*. It complements the great sounding LED light bulb and turns it into a true designer piece. The combination of music light bulb and lampshade was able to convince the judges.

"We are very proud that Sengled has received a world-renowned award with the *Flex Horn*", explains Jutta Peinze, Europe Marketing Director & Business Development at Sengled. "It is very important to us to make life easier for our customers in a connected home. For this reason, we constantly develop our products further and place particular value on sustainable production. For us, it is a great acknowledgement that our work has now received the Red Dot Award in the category 'product design'".

Price and availability

The *Sengled Flex* as well as the lampshade *Horn* are now available in stores. The recommended retail price for the LED is 129.90 EUR. The matching aluminium lampshade *Horn* is available at an RRP of 49.90 EUR. The complete system comprising *Sengled Flex* and *Horn* is offered at an RRP of 159.90 EUR.

About Sengled

Sengled is a leading provider of innovative lighting solutions based in Shanghai. The company has branches in several European countries and the USA, Canada, Australia, owning approximately 200 worldwide patents. Sengled specialises in the manufacture of LED products for business and private customers worldwide and offers high-quality as well as energy-efficient alternatives for conventional light bulbs. Sengled's LED solutions are the lighting solutions for the 21st century: they facilitate a new perception of lighting and guide the way into an energy-saving and cost-efficient world of luminosity. The company works according to the maxim of developing innovative products that have no unnecessary environmental impact during the manufacturing process. At the same time, its products feature long product life cycles, first-class light output and high efficiency.

For further information please visit: www.sengled.com

Facebook: <https://www.facebook.com/Sengled.Deutschland>

Twitter: https://twitter.com/Sengled_europe

YouTube: <https://youtube.com/sengleddeutschland>

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