

Leader in Refrigeration and Specialty Appliances

## Danby Wins Two Red Dots for Its Contemporary Classic Collection, and Elev8, the world's first compact cubby\* *Who Said Mini fridges had to be so bland?*

**Guelph, ON, April 11th 2017** — Danby Appliances announces today, that its Contemporary Classic Collection has been awarded the prestigious Red Dot Design award, 2017; marking the first time a product has won the award in the company's rich 70-plus-year history. To be recognized with such distinction in the field of design is no easy feat; among Danby's Contemporary Classic Collection were more than 5,500 submissions from 54 countries. Driven by the demand for space optimization and convenient living, Danby's combination of refrigeration and storage solutions offer an ideal set of products for small space living.

"This is not only an incredible honour for our organization, as it marks the first time in the company's storied history that we have won such an award, but also reflects an important shift toward insight driven innovation and user centered design in product categories that are all too often ignored," said Bryan Cunningham, Danby's lead designer on the Contemporary Classic Collection project. Cunningham, "Our goal with this collection was to look beyond the traditional cold-box, understand how and why people were using mini fridges the way they do. While researching, we quickly recognized the need for improved usability and space optimization. Each element of the fridge, as well as the bevybox, and Elev8 pedestal, are the derivative of countless hours understanding users' current and un-met needs."



By combining the refrigerator with the pedestal, users have the option to increase storage capacity, and better utilize the vertical volumetric footprint of the space – real estate usually owned by the refrigerator alone. Not only can users optimize their space, but the combination of these storage solutions offer convenience and accessibility. From ELEV8's quick pull-out drawer to the BEVYBOX's grab-and-go portability, users can now spend less time organizing and more time enjoying their space.

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The Red Dot Award: Product Design 2017 will culminate in Essen, Germany, on July 3, 2017 during the Red Dot Gala and ceremony. Following this, the special exhibition “Design on Stage” will present the awarded products of the year as part of the world’s largest exhibition of contemporary design.

\*No claim is made to the exclusive right to use “cubby” apart from the mark as shown.

**About Danby Appliances:** Founded in 1947, Danby is one of North America's largest manufacturers and distributors of compact appliances such as microwaves, dehumidifiers, refrigerators, freezers and air conditioners. The company operates three distinct business units – Danby, MicroFridge, and Silhouette. With three North American offices already, including two in the U.S. and one in Canada, Opened 70 years ago, the family-owned business now has four North American offices, including three in the U.S.. For more information on Danby and its products, please visit [www.danby.com](http://www.danby.com).

**About the Red Dot Design Award:** 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 of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organised by Design Zentrum Nordrhein Westfalen and is one of the world’s largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](http://www.red-dot.org).

For more information about the Contemporary Classic Collection visit: [www.breakingbland.com](http://www.breakingbland.com)

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