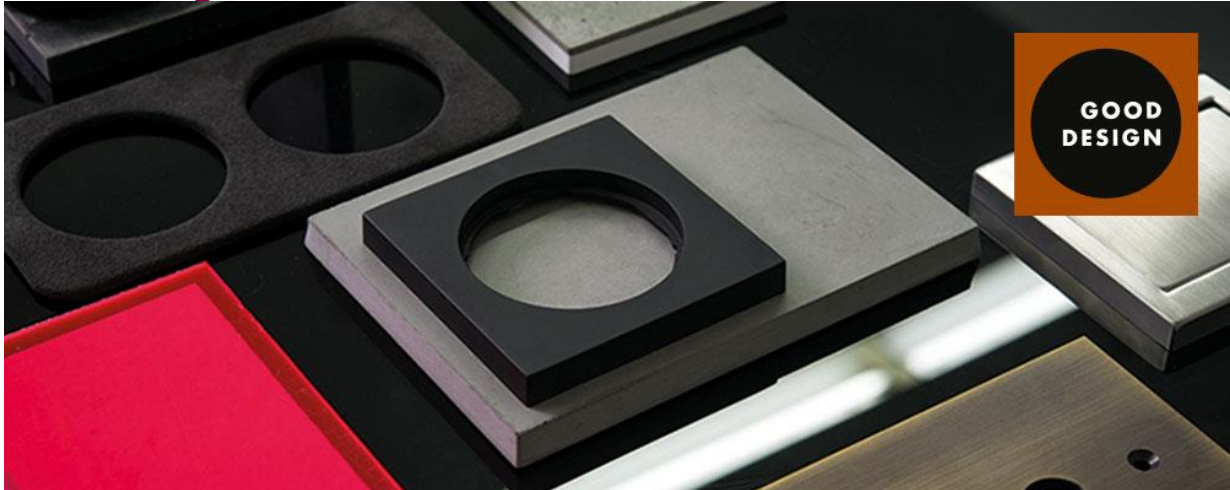


## Corporate News

14<sup>th</sup> February 2019

### Good Design Award distinction for Manufaktur



**Our customerisation approach distinguishes itself in the world of design innovation and excellence**

#### **A unique and customised design innovation**

With customer centricity at the heart, Manufaktur is a customisation approach that offers individualised, exclusive and high-end products for our customers' needs.

This exclusivity is applied to many of our brands; Berker & Hager for wiring accessories, Elcom for door communication and Hager cable management solutions. The design, dimensions, colours and material can be customised. For example, a switch can be requested in fabric, leather or even gold to create an individual, extravagant surface.

#### **A specialised workshop in Schalksmühle for Wiring Accessories**

Germany is where the magic operates. Here, existing series can be modified and fully tailored special editions created. The workshop houses highly specialised state of the art machines capable of creating specific customer requests and exclusive pieces.

8 employees at the Berker Manufaktur workshop create around 300 new references per year with around 300 repeat references and a total yearly quantity of 80k pieces. Yearly turnover for Manufaktur is around 1.5 M€.

These made-to-measure pieces for customers are possible due to the skilled craftsmen and the dedicated machines. In Schalksmühle are a UV-digital printer, Laser printer and 3D-print technology.

This innovative service to highly individualise offers for customers won over The Good Design® Award jury.



**The Good Design® Award**: this award is presented by the Chicago Athenaeum for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world. The Good Design® Awards create awareness about contemporary design and honour both products and industry leaders in design and manufacturing that have chartered new directions for innovation. Good Design® is the world's most prestigious, recognised and oldest design awards program for design excellence worldwide.

**Manufaktur** joins the ranks with Hager Dream and gallery also winners of this prestigious award.