

PRESS INFORMATION



Professional Lighting POLAB is 'winner' of the iF DESIGN AWARD 2024!

Fristad, Sweden. Februari 28, 2024 – Professional Lighting POLAB is winner of this year's iF DESIGN AWARD, the world-renowned design prize. The winning product, VALDUR, won in the discipline Product, Public design kategori, Street Light. Each year, the world's oldest independent design organization, Hannover-based iF International Forum Design GmbH, organizes the iF DESIGN AWARD.

VALDUR impressed a 132-member jury, comprising independent experts worldwide, with its advanced composite material usage, providing a pragmatic approach to environmental challenges. This material choice not only offers robust resistance to corrosion from saltwater and industrial chemicals but also presents a lighter weight alternative to aluminum. This innovation extends the lamp's lifespan and reduces maintenance needs, underscoring VALDUR's commitment to durability and practicality in demanding settings. The competition was intense: almost 11,000 entries were submitted from 72 countries in hopes of receiving the seal of quality.

More information about VALDUR can be found in the "Winners & iF Ranking" section on ifdesign.com – [iF Design - Valdur](#)

About Professional lighting

We are committed to driving innovation in the lighting industry. Based in Sweden, we aim to deliver high-quality lighting solutions that blend aesthetic appeal with environmental consciousness and technological advancement.

www.polab.se

About the iF DESIGN AWARD

Since 1954, the iF DESIGN AWARD has been recognized as an arbiter of quality for excellent design. The iF Design brand is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. It honors design achievements in all disciplines: product, packaging, communication and service design, architecture and interior architecture as well as professional concept, user experience (UX) and user interface (UI). All award-winning entries are featured on ifdesign.com



Professional Lighting POLAB honoured at the German Design Award 2024

Frankfurt am Main, 26 January 2024

This year's winners of the German Design Award have been announced. The prestigious award honours international companies, agencies and service providers from all sectors, as well as non-commercial and state organisations, whose pioneering products and projects in the areas of "Excellent Product Design", "Excellent Communications Design" or "Excellent Architecture" are impressive.

Professional Lightning POLAB was honoured as "Winner" in the "Excellent Product Design Lighting" category for the VALDUR street lamp.

The VALDUR street light uses cutting-edge technology to use composites instead of aluminium. This reduces the environmental impact and guarantees a longer lifespan, especially in demanding environments such as by the sea, where humidity is high and the air is very salty. Composites withstand environmental stress better than aluminium, which often requires corrosion protection. With its modern design and efficient light, this lamp is ideal for urban and harsh environments.

These impressive features also convinced this year's German Design Award jury: "The modern design of the VALDUR street lamp combines aesthetics and functionality in a remarkable way. The use of cutting-edge technology and innovative composite materials makes VALDUR a pioneer in street lighting. The efficient light output of this lantern contributes to the sustainability of urban lighting. The harmonious fusion of advanced technology and contemporary design makes VALDUR not only a powerful light source, but also an aesthetic highlight in urban spaces," was the verdict of the international expert jury.

"How can products be made more environmentally friendly, user experiences optimised, processes made more efficient and our living environment made fairer? These are the questions that concern us all around the world. With the German Design Award, we make international design achievements visible that provide answers to precisely these questions," emphasises Lutz Dietzold, CEO of the German Design Council. "Only those who take a bold and intelligent approach to the transformation tasks of our time, implement innovations and thus make them tangible, can prove themselves against the competition in the long term. In an increasingly complex world, being honoured with the German Design Award provides guidance for both professionals and consumers."

German Design Award 2024

The German Design Award is the top award of the German Design Council. With its global scope and international appeal, it is one of the most prestigious awards in the design landscape across all industries. Since 2012, the German Design Award has been identifying international design developments and presenting their entire spectrum, the latest trends and innovative solutions. Every year, exceptional submissions in product design, communication design and architecture are assessed by an international jury made up of leading experts from all design disciplines. Their judgement is

invaluable - anyone who impresses this jury with their product/project has demonstrated a high level of expertise in design innovation and a sharp focus on the needs of their own user groups. In short: whoever wins here is one of the best. An award - whether "Special Mention", "Winner" or even "Gold" - makes the work globally visible and also opens up a valuable network with international reach for the award-winning companies and designers.

German Design Council

The German Design Council has been operating since 1953 as one of the world's leading centers of expertise in communication and knowledge transfer within design, branding and innovation. It is part of the world design community and has always contributed to the establishment of global exchange and networking, thanks to its international offering, promotion of new talent and memberships. With events, awards, jury meetings and expert committees, the Council connects its members and numerous other international design and brand experts, fosters discourse, and provides important stimulation for the global economy. More than 330 businesses currently count among its members.

More information

- More about the German Design Award 2024: www.german-design-award.com
- More about the German Design Council: <http://www.gdc.de/>



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