

Press release

Cleansui receives the Red Dot for good design as a brand

Tokyo, 23 August 2019. Cleansui has reason to celebrate: The company succeeded in the Red Dot Award: Brands & Communication Design 2019 to win over the international jury with its well-designed brand communication. Based on the high design quality and creative accomplishment, the jurors awarded the sought-after Red Dot to the brand Cleansui. Over several days, the experts had scrutinised, discussed and assessed a total of 8,697 international entries to the competition to ultimately select the best for an award.

In 1984 Cleansui launched the world's first water filter for home use, equipped with a hollow fiber membrane filter for bacteria removal. Celebrating its 25th anniversary in 2009, the company launched a new CI (Corporate Identity) to renew the brand design produced by graphic designer Taku Satoh. Cleansui has grown into a top global brand marketed in more than 30 countries with its slogan "Living with safe, reliable and tasty water".

The color red in the logo does not represent water but it expresses the company's positive stance. Cleansui's red embodies hope and cheerfulness as well as vigor and passion. Cleansui chose red to manifest its forward-looking, pioneering spirit, moving beyond the conventions of the industry in a new age.

While symbolizing pure drinking water, the logo represents a water filter and a glass of water available for people to drink. Cleansui's concept visual conveys safe, reliable and tasty water through the product.

The company's brand "Cleansui" has been recognised for its sophisticated design and creativity. This is the second Red Dot Award for the company after winning the Red Dot Award: Product Design 2018 with its Cleansui Shigaraki JP100-C last year.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, explains: "For around 65 years, the Red Dot Award as one of the world's largest design competitions has been providing a platform for designers, agencies and companies to evaluate good design. 2019 was the first year in which brands had the opportunity to compete for the sought-after distinction. This makes me even happier to congratulate the laureates most sincerely on their win. It is a testament both to their convincing performance and to the quality and design leadership of their brands. Anyone who succeeds in such a strong and international bunch of competitors deserves to be proud of themselves and of their achievements."

The Red Dot Award: Brands & Communication Design 2019 will celebrate its culmination and with it this year's best works and brands on 1 November 2019. Cleansui will receive its certificate at the award ceremony in Berlin. Roughly 1,400 international guests will be able to experience first hand the winning brand as part of the Designers' Night in ewerk in Berlin. The winners exhibition "Design on Stage" will be on show there for one night only and will showcase the award-winning communication design works and brands. The achievement of Cleansui will likewise be featured in the International Yearbook Brands & Communication Design 2019/2020, which comes out on 14 November and will be on sale worldwide.

About Mitsubishi Chemical Cleansui Corporation:

As a member of the Mitsubishi Chemical Holdings Group, one of the world's largest chemical companies, Mitsubishi Chemical Cleansui Corporation do businesses in specialty products, health-care and industrial materials.

We have the leading technologies in acrylic resins and carbon fibers and provide hollow fiber membrane technology, a fiber solution for water filtration, to ensure water safety in hospitals and treats water from industrial facilities. Mitsubishi Chemical Cleansui Corporation has covered a wide range of water treatment needs, from health care facilities to home use.

In 1984, we launched the Mitsubishi Chemical Cleansui, the world's first hollow fiber membranes water filter and are now used in homes and businesses all over the world.

Through stringent safety control and the pursuit of quality, our goal is to provide high-quality water to all people. Mitsubishi Chemical Cleansui provides better water for better life.

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: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award 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 distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de.

Press contact Mitsubishi Chemical Cleansui Corporation

PR & Communications
1-11-2 Osaki, Shinagawa-ku, Tokyo
Mitsubishi Chemical Cleansui Corporation
cleansui@m-chemical.co.jp
www.cleansui.com/en

Press contact Red Dot Design Award:

Julia Hesse
Manager PR & Communications
Red Dot GmbH & Co. KG
Gelsenkirchener Str. 181
45309 Essen, Germany
Tel. +49 201 30104-58
j.hesse@red-dot.de
www.red-dot.org/presse