

# Press Information

The FLEX logo consists of the word "FLEX" in a bold, white, sans-serif font, centered within a solid red rectangular background.

## **FLEX-Elektrowerkzeuge GmbH**

Bahnhofstraße 15

D-71711 Steinheim

[www.flex-tools.com](http://www.flex-tools.com)

Oliver Gnann-Geiger

Phone +49 7144 828-195

Fax +49 7144 25899

## Flex Vario-Giraffe wins IF product design award 2010

Flex did it again! After gaining the Bundespreis and "Focus open", the international design award of the German federal state of Baden-Württemberg, with its Vario-Giraffe in spring 2009, the Vario-Giraffe now also won the renowned iF product design award 2010. The iF award is a globally acknowledged "seal of quality for design" for outstanding achievements in the field of design. 778 entries were awarded this year. A total of 1,016 entrants from 39 countries and with 2,486 products applied for the much sought-after iF product design award. Flex prevailed with its new Vario-Giraffe amongst an environment of highly qualified and international competitors.

The new WST 700 VV Vario-Giraffe leaves virtually nothing to be desired. A brilliant and simple telescope ability from 122 to 173 cm, a tool-free exchange of cylindrical and triangular grinding heads, various gripping options and evenly distributed weight provide for an optimal balance of the device as well as for the outstanding performance and quality of Flex. Workflows are perfected by the innovative triangular grinding head. Manual refinishing or refinishing with a hand-held random orbital sander is not required. The grinding head can be exchanged by a simple hand movement, and corner and edge working can be carried out immediately. With the eccentric movement of the grinding disc that reaches up to the rim of the triangular grinding head, seamless working of edges and corners is guaranteed.

Since its introduction in 1953, the iF award has been a consistent, renowned brand when it comes to "prized" design. Awarded by international experts, the iF label stands for respectability and certified design quality. Companies and design agencies are using it as a visible hallmark in their communication and thus offer an orientation aid for their products as well as their creative services. Participation in the iF competitions demonstrates will to innovate and the courage to be compared with competitors. iF's range of services is based on six independent and equitable design competitions. One of these is the iF product design award Flex is interested in.

Giving credit to the variety of submissions, iF presents the iF product award in 16 categories. With its new Vario-Giraffe, Flex applied for category 14, industry + skilled trades. Besides design relevant aspects such as goodwill + branding, choice of material, design quality, Universal Design, and Ergonomics, the degree of innovation, functionality as well as treatment of material, safety, environmental impact and means of presentation are rated in this category. The Flex Vario-Giraffe convinced in all of these categories.

The Flex Vario-Giraffe will be presented at the iF product design award exhibition 2010 in Hannover. It will be officially opened on 2 March 2010 and then be open until August 2010. About 250,000 international visitors are expected to come during this period.

From March 2010, the Vario-Giraffe will be presented on iF's website. Also from March 2010, the Vario-Giraffe will have an entry in the iF Yearbook, published all over the world in an edition of 5,000.

Flex presents its "prized" Vario-Giraffe at the Farbe - Ausbau & Fassade exhibition in Munich from March 24 to 27, 2010 and at the Bauma exhibition in Munich from April 19 to 25, 2010.