

# **BTL PHYSIOTHERAPY DEVICES WIN THE PRESTIGIOUS RED DOT DESIGN AWARD 2014**

**Stevenage, UK – April 4, 2014**

**BTL received one of the most respected worldwide award in product design for its physiotherapy and aesthetic devices. Combining revolutionary technology and engineering with timeless contemporary design, BTL physiotherapy products BTL-4000 Premium and BTL-6000 High Intensity Laser (as well as BTL-6000 SWT Topline and BTL-6000 Lymphastim Topline) had convinced the 40-member expert panel and won the famous Red Dot Product Design award. Vanquish and Protégé became successful devices from BTL's aesthetic portfolio.**

This year's Product Design competition received nearly 5,000 submissions from 53 countries, the highest-ever number of entries and countries to participate. BTL-4000 Premium and BTL-6000 High Intensity Laser won the coveted Red Dot Award based on their superior functionality, level of innovation, formal design quality and technological expertise. "Excellent clinical functions as well as thoughtful design were our highest priorities from the beginning of the awarded projects." said Ondrej Prouza, BTL Physiotherapy Product Manager.

On 7 July 2014, the highlight of the internationally renowned product competition will be celebrated in Essen, Germany: the presentation of the acclaimed Red Dot during the traditional Red Dot Gala and subsequent Designers' Night. On that evening, roughly 1,200 guests from around the world gather in Essen in order to experience the awards ceremony. In the course of the party in the Red Dot Design Museum Essen, the winners' exhibition will also be opened, presenting the award-winning BTL products to a wide audience. After four weeks, all devices will be moved to the museum's permanent exhibition where will join the previous winning products from such prestigious brands as Toshiba, Siemens, Apple, Audi, Mercedes-Benz, Leica and Sony.

Prof. Dr. Peter Zec, initiator and CEO of Red Dot, on the decision process in the Red Dot Award: "The 40 experts assessed the quality of the entries with the utmost care and attention. Due to their backgrounds, they also assessed the special cultural aspects of the designs from 53 countries. But only the best products receive an award from the jury. This is especially reflected in the percentage of successful entries in the Red Dot Award, which is much smaller in contrast to other international design competitions. Therefore, the winners can be proud of their achievements – with their entries, they stood out from the rest and were able to pass the test in front of the critical eyes of the experts. This success will be perceptible during the Red Dot Gala, when the laureates will receive the recognition of the international audience."

All awarded devices were designed by the DIVAN DESIGN studio. "The Red Dot Product Design Award is the results of mutual long term cooperation between the BTL and our DIVAN DESIGN studio which strives to create functional design with modern look," noted Ivan Dlabac, DIVAN's Chief Designer.

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Notes for Editors:

## **RED DOT DESIGN AWARD**

The Red Dot Design Award is an international product design prize awarded by the Design Zentrum Nordrhein Westfalen in Essen, Germany. Since 1955 every year especially selected jury announces the best designs in 3 categories: product design, design agencies, and design concepts. Winners are presented in grand ceremonial and winning products are exposed in the Red Dot Design Museum, former historical Zollverein Coal Mine Industrial Complex in Essen.

## **BTL**

The BTL company was founded in 1993. Currently, BTL is one of the world's major manufacturers of medical and aesthetic equipment. Our company specializes in three distinct segments of this market: physical therapy, cardiology and medical aesthetics.

The BTL products for physical therapy are represented by electrotherapy, lasers, ultrasounds and magneto therapy devices. Our latest innovations include shockwave therapy, diathermy and hydrotherapy product lines.

The BTL aesthetic medicine division produces cutting-edge technology for body shaping, skin tightening and wrinkle reduction.

## **AWARDED PHYSIOTHERAPY DEVICES**

BTL-4000 PREMIUM is a device for electro, ultrasound and laser therapy. BTL-6000 High Intensity Laser is revolutionary technology based on proven principle of low level laser therapy (LLLT). High power up to 12W allows deep tissue penetration for unlimited pain therapy.

## **AWARDED AESTHETIC DEVICES**

The new PROTÉGÉ ELITE delivers lasting wrinkle reduction and skin rejuvenation. The PROTÉGÉ INTIMA represents the first system for non-surgical non-invasive labia remodelling and sexual satisfaction enhancement. VANQUISH is a revolutionary non-contact Selective RF™ system for non-invasive body contouring and fat removal treatments. Pain-free procedure and perfect patient compliance is tailored to modern clinical practice needs.

## **DIVAN DESIGN STUDIO**

During the time of its presence in the field of industrial design DIVAN DESIGN has become a respected and sought after company in this area. The reason for the success is the ability to find simple solutions for even the most difficult problems. On top of that DIVAN can make balance between creative design which respects manufacturing technology and acceptable manufacturing costs.

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