

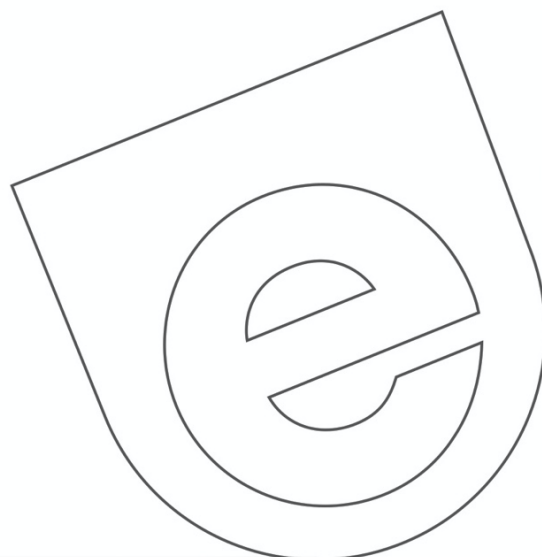


Eolo Pureti.

Red Dot Award: Product Design 2020



reddot winner 2020



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We proudly announce that our Eolo anti-pollution umbrella has received the prestigious Red Dot Award 2020 in the Product Design category.

"We intended to design an umbrella combining aesthetics, durability, ease of use, sustainability and a very limited price. We thought that no umbrella in the market balanced all five elements in a reasonable way. Its **aesthetics** was mainly achieved thanks to a visually light structure featuring just four spokes and colourful finishing touches. Its **durability**, much better than found in other umbrellas with a similar size and price, is particularly due to the geometry of its spokes, which act like springs and flex and absorb wind forces. Its **ease of use** comes both from a groundbreaking folding/unfolding system that significantly reduces the time required to do so when compared to rope-and-pulley umbrellas, and from its light weight. In addition to being highly durable, this umbrella is the lightest in the market for its size. Its **sustainability** is its main highlight. All of its elements are easily recyclable because they consist of just a few materials that are easy to separate and

recycle. Eolo Pureti is an anti-pollution umbrella featuring a disruptive photocatalytic nanotechnology manufactured by the American company Pureti, which signed an agreement with us. The treatment applied to its fabric works in the presence of sunlight and air moisture, neutralizing the harmful gases of urban atmospheres. Lastly, it has a very competitive **price** for an umbrella offering such advantages. All of this, combined with the media hype of getting two awards (HIP and RedDot), is making it a best-selling product", said **Miguel Ardao**, CEO of our company.

The RedDot design award is one of the most important prizes in the world. This award recognizes quality and innovation among designers and manufacturers who create new products for home and professional use.

This year, due to the exceptional circumstances, the prize award ceremony will not be held. Instead, there will be a communication campaign in digital media: Red Dot Design Week, from the 22nd to the 26th of June 2020.

EOLO. Fully Recyclable Anti-Pollution Umbrella

Environmental consciousness, smooth aesthetics and good performance come together in Ezpeleta's EOLO umbrella.



Find all the details in: ezpeleta.com/pureti

For further information

Phone +34 986 293 922

comunicacion@ezpeleta.com

www.ezpeleta.com

