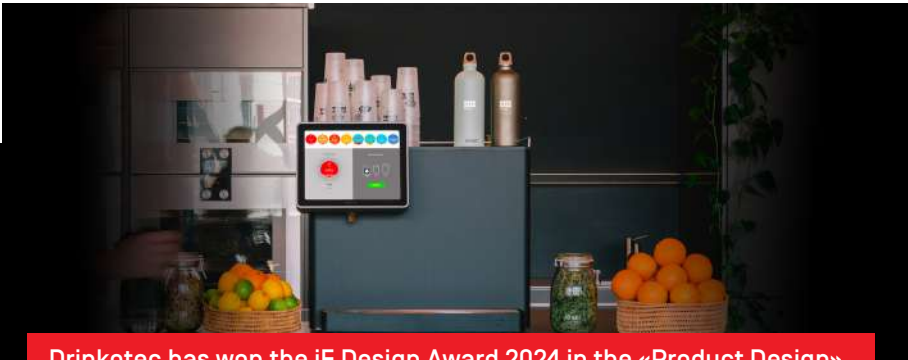




Press Release

For immediate release

DESIGN
AWARD
2024



Drinkotec has won the iF Design Award 2024 in the «Product Design» discipline with our NEO and VISION intelligent dispensers

Nyon, Switzerland, March 04, 2024 – **Drinkotec is delighted to announce that it has won the iF Design Award 2024 in the «Product Design» discipline with our NEO and VISION intelligent dispensers.**

The iF Design Award

Since 1954, the iF DESIGN AWARD has been the world's leading assessment body for design excellence. The iF Design brand is synonymous throughout the world with outstanding design achievements, and the iF DESIGN AWARD is one of the world's most prestigious design awards.

Prizes are awarded in the following disciplines: product, packaging, communication and service design, architecture and interior design, professional concept, user experience (UX) and user interface (UI).

Competition was intense: almost 11,000 applications were received from 72 countries, with the prospect of obtaining the iF quality label.

NEO and Vision

NEO and Vision won in the «Product» discipline.

A jury of 132 independent experts from around the world met from February 20 to 22 and based their assessment on the following criteria:

- **Idea** : Does the design achieve its objectives? Is the design relevant? Is the idea appropriate?
- **Form** : Does the design engage the target group? How is it made? Why does it look the way it does?
- **Function** : Is it easy to use? Does it work well? Is it useful to the user?
- **Differentiation** : Is it new? Does it correspond to the brand's values?
- **Impact** : Have the objectives been achieved? Does the company benefit? Is it sustainable?

We're proud to be able to answer YES to all the questions asked, and to have met the various criteria.

**DESIGN
AWARD
2024****Idea**

NEO and Vision have been designed to eliminate PET bottles.

Our choice of postmix technology is part of our ongoing commitment to supporting our customers in this vitally important change.

Form

The Neo and Vision machines are both made from top-quality materials.

Refusing to use plastic casings, they set new sustainability standards for beverage dispensing towers.

Vision offers excellent performance in a minimal footprint. It's highly modular, so it can be adapted to suit any on-trade beverage dispensing site. It is available in three main configurations: PX, Manhattan and Drafter.

Function

NEO and Vision are self-service solutions, available for self-distribution or with integrated pay stations.

With an interface designed to make the end-user experience as simple and pleasant as possible, our dispensers offer innovative functionality for broadcasting video content when the machine is not in use, to display a promotion, a new product, a service offer or simply share a company's vision.

Differentiation

Drinkotec solutions aren't just for one type of customer. With or without space, with or without a cellar, everyone can benefit from the incredible functionalities of NEO and Vision.

NEO has a built-in cooler, so it can be placed in any space without a remote cellar [offices, company cafeterias, hotel lobbies, etc.].

Vision, with its compact design and remote cellar, can be installed in busier establishments, with higher flow rates.

Making postmix technology available to as many people as possible is directly in line with our desire to play an active part in changing beverage consumption habits, whatever the sector.

Impact

A LCA (lifetime cycle assessment) study carried out with Quantis in 2019, now owned by BCG (Boston Consulting Group), confirmed our determination to develop solutions using postmix technology.

Simple and compact, these solutions contribute to the elimination of PET bottles and the reduction of plastic waste. The use of postmix helps reduce CO₂/liter served, with a significantly reduced delivery rate (4 Bag-in-Box = approx. 500 0.5 L bottles). Bag-in-Box packaging is 75% recyclable and biodegradable.

NEO also incorporates energy-efficient features, optimizing energy use and contributing to a reduced carbon footprint.

Vision Drafter and Vision Manhattan also allow the integration of drinks in reusable kegs, such as wine, beer and cocktails. Covering all possible fields.



DESIGN
AWARD
2024



With this award making DRINKOTEC a company recognized for design excellence, our commitment and dedication remain the same. We won't rest on our laurels... We're proud and infinitely grateful for such a distinction.

Franck-Eric Flegbo, CEO of Drinkotec



The iF DESIGN AWARD is one of the most important design awards in the world. This recognition is a great way to celebrate an exceptional col laboration with Drinkotec... Thank you so much for your trust!

**Damien Regamey, Founding Director of
Damien Regamey Industrial Design**

Find Drinkotec in the «Winner Ranking 2024» of the iF Design Award website:

[Winner Ranking 2024](#)

You can find more photos here:

[Medias](#)

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ABOUT DRINKOTEC

Drinkotec is a Swiss company **specializing in beverage technologies**. We design and **manufacture software and vending equipment** aimed at reducing the use of plastic, improving CO2 emissions per liter served, and reducing energy consumption in the sector.

Innovation, **sustainable consumption**, and simplified equipment management are at the heart of our daily work.

With 40 years' expertise in beverage dispensers, **Drinkotec knows the needs of the industry inside out**. Over the years, we've created a 360-degree ecosystem where **data is everything**.

For further information, please visit our website:

www.drinkotec.ch

You can also find us on LinkedIn:

www.linkedin.com/company/drinkotec/posts

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