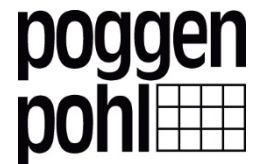


PRESS RELEASE



Herford, 30th March 2015

Poggenpohl receives the Red Dot Award 2015

P7350 Design by Studio F. A. Porsche rewarded for outstanding design quality

In one of the leading international product design competitions, the Red Dot Design Award, Poggenpohl has now once again demonstrated design competence and innovative potential – the P7350 Design by Studio F. A. Porsche met with enthusiasm among the 38-member expert panel and received the coveted "Red Dot Award: Product Design 2015" quality label.

The Red Dot is recognised across borders and sectors as a distinction for premium design quality. "For 60 years now, high-ranking design experts have been gathering in Essen to honour the best designs. This year, we had a record number of submissions with just under 5000 products from 56 countries – an extremely heavy workload for our jurors who judge each individual product and also exceptional value status of the awards owing to the high standard. The prize-winners of the Red Dot Award: Product Design 2015 have performed outstandingly well and therefore deserve to have won the most prestigious design competition in the world" says Professor Dr. Peter Zec, the initiator and CEO of the Red Dot Award.

The grand finale of the famous product competition will be taking place in Essen on 29th June 2015 with the Red Dot Gala. The winning products will be presented in the special exhibition "Design on Stage" before being included in the permanent exhibition of the Red Dot Design Museum in Essen.

Poggenpohl has won several major prizes this year. The kitchen architecture P´7350 Design by Studio F. A. Porsche received the "Silver Stevie Award" last week in the category "new products and product management" in the German Stevie Award 2015 business prize offered for the first time in Germany. The P´7350 had already been honoured with the PLUS X Award innovation prize in addition to the renowned design distinctions the Interior Innovation Award and Good Design Award. The Poggenpohl brand has now been honoured for the 5th time in a row with the coveted quality label "Superbrands Germany 2014/2015".

Further information / press contact:

Christiane Danielsmeyer, Marketing Director

Telephone: +49 (0) 5221 / 381 317

Email: Christiane.Danielsmeyer@poggenpohl.com

Internet: www.poggenpohl.com