

Press release

Award for high design quality: SCUBAJET receives Red Dot

SCUBAJET's great design expertise convinced the top-class panel of experts this year.

Klagenfurt, April 10th, 2018. Since 1955 outstanding designs, that satisfy in form and function have been awarded with the Red Dot Design Award. In the course of an evaluation process spanning several days, SCUBAJET came out on top of all submitted products from more than 59 countries and won the "Red Dot" in the category "Product Design".

Innovation & Design conquer the ocean

The Austrian start up developed the first portable and most versatile jet propulsion for almost every water sports equipment. The handy and flexible engine can be used for SUP boards, canoes, kayaks and other small boats with just a few hand movements. Furthermore SCUBAJET is the smallest dive scooter on the market. With its innovative technology, compact design, and low weight Scubajet is perfect for a great range of water sports activities, setting new standards in the water sports industry. Electric drive is a big deal in the water sports sector as well. A market just started evolving around this topic.

With this award, the flexible water jet now wins its first Red Dot. In the year 2017 the SCUBAJET has been undergoing an iterative process and therefore an entire relaunch. "We are very proud of how far we have come in this short amount of time – in product development as well as in the whole design process. The hydrodynamic design now meets our high standards in function, quality and innovation, so our efforts finally pay off. We feel really honoured to be awarded with the Red Dot and are excited that our product convinced once again – especially the top-level Red Dot Jury", states SCUBAJET designer Armin Kundigraber avidly.

"I want to congratulate the award winners sincerely on their wonderful success in the Red Dot Award: Product Design 2018. Success in the competition is proof of the good design quality of the products and once again shows that companies are on the right path. When I speak about good design, I am referring to more than just an attractive product. All of the products are characterised by outstanding functionality. This

demonstrates that the designers have understood their clients and their needs”, said Professor Dr. Peter Zec, founder and CEO of the Red Dot Award.

In 2018, designers and manufacturers from 59 countries submitted more than 6,300 objects to the competition. True to the motto “In search of good design and innovation”, a jury comprising roughly 40 members assessed the products individually based on the original. The strict judging criteria, which include level of innovation, functionality, formal quality, ergonomics and durability, provide a frame of reference which the jurors then complement with their own expertise.

About SCUBAJET

[SCUBAJET](#) was founded 2016 in Austria and provides the first versatile jet-engine adaptable to almost any water sports gear, like stand up paddle boards (SUP), canoes, dinghies and now even diving. With the proper adapter, or using multiple adapters for multiple applications, SCUBAJET gives almost every water sports gear jet-powered assistance and is ready to use within seconds.

About RedDot

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the world’s largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. Further information available at www.red-dot.de.

Press contact:

SCUBAJET GmbH
Sabrina Hanneman
sh@scubajet.com