

Contact person: Martina Schneider
Departement: Presse und
Öffentlichkeitsarbeit
Telephone: +49 77 29/8 88-235
E-Mail: presse@schneiderpen.de

Schramberg March 5, 2012

Breeze prized with the pro-K-Award „Product of the year 2012“

A multitude of modern consumer goods are made of plastic. The plastic often provides the unique combination of innovation, design and functionality. With its competition called “product of the year 2012” the pro-K (Industrial Association of semi-finished products and consumer products made of plastic) turned the public's attention to inspiring unique plastic consumer goods. The pro-K Award counts as one of the top-class competitions, where the winner fulfills the requirement to be nominated for the Design Award of the Federal Republic of Germany.

The jury of experts for the “Product of the year 2012” under the direction of Prof. Dietrich Braun (German Plastics Institute) and Lutz Diezhold (Design Council) have announced the winners for the year 2012. A total of 18 products were chosen by the jury this year. The new cartridge roller Breeze from Schneider won the office supplies sector. Breeze redefines the simplicity of a writing instrument, is cleverly designed, well processed and represents a very high utility value. The cartridge system is very important for the sustainability of the product.

All the winning products are presented on the homepage www.produkte-des-jahres.de as well as being highlighted in the „pro-K Product of the year 2012 „trendshow at the Ambiente“ fair in Frankfurt.

On the 2. of march 2012, the cartridge roller Breeze and its creators from Schneider Werningerode were awarded during a small ceremony by Mr. Ralf Olsen, board of the pro-K Association. Mr. Olsen complimented the product concept while presenting the Award and its significance. The Award was solemnly handed to the technical director Mr. Witteweg, who subsequently sketched the 24-month development of the cartridge roller starting by the first briefing on to the first trade show exhibit.

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Image



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Image



Breeze is an ergonomic cartridge roller for smooth and easy writing. It is available in four colors that attract pupils as well as young adults. With this pen, any task can easily be tackled.

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