**PRESS INFORMATION**

**Bene bFRIENDS wins Red Dot Award**

*Vienna/Waidhofen an der Ybbs, 21.07.2022.*

For its creative playful design and innovative ecological manufacturing process, Bene's bFRIENDS collection has been awarded this year's Red Dot Award for Product Design. The prize is awarded to outstandingly designed products that set new standards worldwide. This year, the 48 jury members from 23 countries have now awarded the series of accessories for home and work designed by the London design studio Pearson Lloyd.

**Design with ecological added value**

Sustainable office accessories not only ensure a clear overview at the workplace and protect the environment, but also create a productive, inspiring atmosphere: a claim that the international office furniture expert Bene more than meets. The bFRIENDS series convinces with its extraordinary design as well as with a low ecological footprint - and shows what is possible in terms of sustainability, material development and production.

The range of 21 accessories includes pen containers, plus mobile phone trays, clips and hooks, which are available in a variety of colours and different sizes. The series is produced in a 3D printing process with the help of the start-up Batch.Works, which is also based in London. All bFRIENDS products are made from the petroleum-free bioplastic PLA, which significantly reduces the consumption of fossil fuels in all phases of production. The plastic itself is both recycled and recyclable, so that each accessory can be returned to the production cycle at the end of its life.

The unique design language is closely intertwined with this sustainable manufacturing process. Together, they make the bFRIENDS collection an outstanding example of a successful symbiosis of aesthetics and ecological sensitivity - and thus the deserved winner of the Red Dot Award for Product Design 2022.

bFRIENDS Online Shop [Batchworks](https://www.batch.works/collections/bfriends)

bFRIENDS Webshop [FAIRE](https://www.faire.com/brand/b_amztzrcd7v)

More information about [bFRIENDS](https://bene.com/de/bfriends-de/)

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