

Media release

TROPHON®2 WINS AUSTRALIA'S COVETED GOOD DESIGN AWARD FOR DESIGN EXCELLENCE.

The winners of Australia's peak industry design awards – the highest honour for design and innovation in the country were announced at The Star on 11 July at the 61st annual Good Design Awards Ceremony.

trophon®2 received a prestigious Good Design Award Gold Accolade in the Product Design category in recognition for outstanding design and innovation.

The annual Good Design Awards is Australia's most prestigious international Awards for design and innovation with a proud history dating back to 1958. The Awards celebrate the best new products and services on the Australian market, excellence in architectural design, engineering, fashion, digital and communication design and reward emerging areas of design strategy, social impact and design entrepreneurship.

The Good Design Awards Jury spent several days evaluating each entry according to a strict set of design criteria which covers 'good design', 'design innovation' and 'design impact'. Projects recognised with a Good Design Award must demonstrate excellence in all areas and convince the Jury they are worthy of recognition.

Dr. Brandon Gien, CEO of Good Design Australia said: "Receiving a Good Design Award at this level is a significant achievement given the very high calibre of entries received this year."

"Australia's Good Design Award is more than a symbol of design excellence, it represents the hard work and dedication towards an innovative outcome that will ultimately improve our quality of life. These projects showcase the brilliance of design and the potential it has to improve our world," said Dr. Gien.

The Good Design Awards Jury praised trophon®2 commenting: "The clinical/healthcare context has been clearly considered up front with product and service design combined in an innovative way. Bringing the high level disinfection to the point of use creates a lean healthcare innovation. By-passing the need to use toxic chemicals in the disinfection process also has a positive environmental and social impact. Toxic by-products from the high level disinfection process have been eliminated which is a good example of design for safety and the circular economy. Design detail is considered and there were at least five examples of poka-yoke - this eases the burden on the healthcare operator and system. A great example of good design."

The Good Design Awards attracted a record number of submissions with close to 700 design projects evaluated in this year's international design awards.

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About Good Design Australia and Australia's Good Design Awards

Good Design Australia is an international design promotion organisation responsible for managing Australia's annual Good Design Awards and other signature design events. With a proud history that dates back to 1958, Good Design Australia remains committed to promoting the importance of design to business, industry, government and the general public and the critical role it plays in creating a better, safer and more prosperous world.