

Press Release

RYOBI 750 Series Presses Win the 2003 Red Dot Award for Product Design

RYOBI's 750 series B2-size multi-color offset presses have won the "Red Dot Award: Product Design 2003" at the international design competition sponsored by the Design Zentrum Nordrhein Westfalen (based in Germany). The award ceremony was held at Essen's Aalto Theatre on June 30, 2003.

The Design Zentrum Nordrhein Westfalen was established in 1954 for the purpose of design education, research, and promotion. This institution is also known as a prestigious design organization, and it has implemented a program of international exchange and business. The red dot award for product design is recognized worldwide as one of the most prestigious in the design field. This competition targets a wide variety of industrial products. Items submitted to the competition are grouped into 11 categories and examined by 26 jurors from nine countries over a one-week period.

Assessment by the jury is based on the level of innovation, functionality, technical merit, durability, ergonomics, aesthetic quality, and ecological soundness. In total, 1,494 products from 28 countries were submitted for the red dot award in 2003, with 339 products receiving the red dot award.

The RYOBI 750 series presses honored at the competition inherit the outstanding printing performance of the RYOBI 680 series presses, which were officially honored with both the 30th Special Award of the Machine Industrial Design Award, sponsored by Nikkan Kogyo Shimbun, Ltd., and the Good Design Award 1999, presented by the Japan Industrial Design Promotion Organization. The automation device and labor-saving printing quality control function incorporated in the series achieve rapid and stable production capability, outstanding printing quality, as well as the output of high-value-added printed sheets.

There are two types of RYOBI 750 series press: the S type and the XL type. The

S type is for the standard paper size, while the XL type is for the longer vertical paper size. RYOBI 750 series presses can be combined with four-color, five-color, and six-color presses, as well as aqueous or UV coating units, infrared dryer or UV curing units, and perfecting devices. In all, a total of up to 80 variations in module design are possible. In their selection of the series for the award, we believe the jury was rewarding the following key factors:

- High-quality functionality
- Touch-panel flat color screen, which enhances the GUI (graphical user interface)
- Designs of the work table, covers, and steps: Focuses on safety, workability, and ease of maintenance while retaining a superb appearance
- Coloring of RYOBI's top-end model, which creates an image of quality and cleanliness
- Environmentally friendly design to conserve both energy and resources

The RYOBI 750 series presses were first exhibited at IPEX 2002, the international print exhibition, which took place in Birmingham, U.K. from April 9 to April 17, 2002.

Since May 2002, large numbers of 750 series presses have been shipped worldwide. As jobs involving diversified small lot production have increased, 750 series presses have shown their ability to deliver high productivity in situations where color printing has been diversified and sophisticated. In addition, 750 series presses provide stable printing quality and high added value printing, reducing the deviation of print quality due to the operator's skill level.

750 series presses have been evaluated highly by a great number of users for their functionality and design, which enhance workers' desire to produce.

The selection of RYOBI 750 series presses for the 2003 Red Dot Award for product design represents a solid endorsement of the overall quality of the units, including their design, in Germany—the birthplace of modern printing technology.

We at RYOBI believe that winning this prize significantly enhances the reputation of our 750 series presses.