

PRESSNEWS

Vara, Sweden, March 16, 2009

red dot award 2009 for our Sense Series™ oven

We are proud to announce that we have received the red dot award for our Sense Series™ oven OP8640. The award was given to us by the international jury for the “*high design quality*” of our new oven. This is an evidence of how highly appreciated our continuous work with the Scandinavian, minimalist design of our products with the natural alignment between form and function is.

Clean and modern design

Our OP8640 oven has a clean and modern design combined with premium functions and features. The stainless steel frame is designed to harmonize and align perfectly with our other ovens if you put them together, both vertical and horizontal. Our oven range provides all of the necessary, practical and time saving cooking functions for a perfect result: pyrolytic (self cleaning), professional cooking assistance with auto functions and steam cooking.

Part of our Sense Series™

Sense Series™ is our new co-designed product line in stainless steel for the modern Kitchen. With Scandinavian design and function the products harmonize perfectly with one another. The lines are clean, soft and modern and nice to touch, designed for your senses to make sense. The co-designed dishwashers, hobs, ovens, fridges, freezers and cooker hoods, are made of stainless steel materials with ASKO's Touch Proof™ coating. This makes them fingerprint resistant and easy to clean. They also have low noise levels and low water and energy consumption. With very high quality and functional design they are also easy to use and long-lasting. “We are very happy to receive the red dot award says Tobias Strålman, Industrial Designer at ASKO, it is a prestigious design prize that gives us an important recognition of all our design work.”



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For more info: www.asko.com and www.red-dot.de



reddot design award
winner 2009