

GERMAN DESIGN AWARD 2023 FOR "INGENIOUS DIVERSITY. CONTINUED." – REWARD FOR OUTSTANDING COMMUNICATION RELATING TO HUECK LAMBDA WS/DS 075/090 WINDOW AND DOOR MODULAR SYSTEMS

Lüdenscheid-based aluminium systems provider HUECK has received the prestigious German Design Award for outstanding communication design for the HUECK Lambda WS/DS 075/090 window and door modular system. The top-class international jury honoured the marketing campaign "Ingenious diversity. Continued." with a "Special Mention" in the "Excellent Communication Design – Brand Identity" category. This recognises the modular system's successful positioning as well as its successful integration into existing communication.



Image 1: The German Design Award Special Mention for the communication concept "Ingenious diversity. Continued."

HUECK System GmbH & Co. KG is one of Europe's leading providers of aluminium window, door and façade systems. In this industry, not only the high quality and versatility of the HUECK systems is appreciated, but also the fact that they are optimised to meet the demands of practical applications. With a product development approach that focuses on customer requirements, the company regularly brings innovative and practice-oriented solutions to the market.

A module system for windows and doors, HUECK Lambda WS/DS 075/090, was introduced in Spring 2022. Under the motto "Ingenious diversity. Continued.", this intelligent further development harmonised two profile depths to create a consistent continuous system. The new modular system now offers planners and architects "endless possibilities" - not just with the huge range of thermal insulation options, but also a wide variety of scalable options for soundproofing and safety. Along with its flexibility, another advantage of the sophisticated system is its compatibility with other systems, including the HUECK Trigon FS façade system. This was already honoured in 2021 with a German Design Award for excellent product design.

"Under the motto "Ingenious diversity", we have long been consistently implementing a modular system principle across series that ensures our systems can be combined in a flexible manner," explains HUECK Head of Marketing, Rafael Wilk. "After successfully harmonising the modular system, the challenge was to communicate this further development in a fitting way and to present it to the market." Under the slogan "Ingenious diversity. Continued.", the system was successfully positioned with the target group based on its product benefits "innovative soundproofing", "excellent thermal insulation", "high burglar resistance" and "easy combination options".

"What makes our prize-winning campaign special is that we set it up in line with our product philosophy as a comprehensive, integrated communications kit," says Wilk. "The motives and measures matched those of the existing façade campaign." The international jury were clearly convinced of this too. "This second accolade of receiving the world-renowned Design Award makes us truly very proud."



Image 2: HUECK Lambda WS 075 Plus
(source: HUECK)



Image 3: HUECK Lambda WS 090 Pro
(source: HUECK)



Image 4: HUECK Lambda WS 090 SA I
(source: HUECK)



Image 5: HUECK Lambda DS 075 with
bottom rail (source: HUECK)



Image 6: HUECK Lambda DS 090 with
bottom rail (source: HUECK)



Image 7: HUECK Lambda DS 090 with
overlapping door filling on the outside
and inside (source: HUECK)

German Design Award

The German Design Award is one of the most prestigious design awards in the world and is highly regarded outside of specialist circles. It has been awarded by the German Design Council, the German brand and design authority, since 2012. It has been commissioned by the highest authority to represent new developments in the German design industry. It was founded in 1953 on the initiative of the German Bundestag as a foundation to support the industry in all matters aimed at generating added brand value through design. As a result, the German Design Council is one of the world's leading competence centres for communication and brand management in the field of design. The top-class international jury for the German Design Award consists of design experts from business, academia and science, as well as the design industry. All jury members are recognised authorities in their areas.

For more information about "Ingenious diversity. Continued.": online.hueck.com/genialevielfalt