

➤ **Press Release**

LED-Linear GmbH Wins the Federal Republic of Germany 2011 Silver Design Award for its product VarioLED Flex VENUS

VarioLED Flex VENUS is a special and innovative product. In principle it is a semi-finished product in terms of design, and yet it is without a doubt a finished unit.



LED-Linear GmbH, Neukirchen-Vluyn – LED Linear GmbH is proud to announce that it has won the Federal Republic of Germany 2011 Silver Design Award for its product *VarioLED Flex VENUS*

Above all Venus has astonishing uniformity of light within its small cross section, coupled with great flexibility that makes the *VarioLED Flex VENUS* a special and innovative product. In principle it is a semi-finished product in terms of design, and yet it is without a doubt a finished unit. It is precisely for these reasons that this luminaire has drawn such fascination. Since the luminaire is available in varying lengths up to 7.5 meters as a cast, protected profile, there are hardly any restrictions to its use. The luminaire scores high with regard to being eco-friendly—delivering low energy consumption and a 50,000 hour life

VarioLED Flex VENUS is a flat encapsulated IP67 protected LED luminaire with a cross section of 10 mm x 19 mm for (Side View, SV) or 14 mm x 16 mm for (Top View, TV) with a max length of 7.405 m. It can be delivered in multiples of 55 mm long. In short, a flexible neon tube with outstanding touch, look, feel and technical lighting properties. VENUS provides a lamp life of over 50.000 hours, glare and dot free LED illumination, a luminous flux of 450 lumens/meter and a color rendering (CRI) of more than 85. The product comes in various color temperatures of 3,000 K, 4,000 K, 4,500 K, 5,700 K, blue, red, amber and RGB. VENUS can be used for indoor- and outdoor applications from furniture design to facade illumination. Easy installation and a

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rugged design for harsh environments (e. g. resistant to salt water, UV and solvents) are further outstanding product benefit. VENUS, a LED Linear Lighting solution, merging design and function.

The Design Award is sponsored by the Federal Ministry of Economics and Technology and is given for exceptional international achievements in the field of product design as the »Federal Prize for Good Form« for the first time in 1969. Since 2006, it has been presented annually under the name »Design Award of the Federal Republic of Germany« and is given for outstanding achievements in the fields of product design.

Its unique feature is that participation in this competition is possible only for design items that have already won an award elsewhere. This ensures that only those industrial products will be honoured as have already proved their design excellence in the market place.

The jury is made up of representatives from industry, University, the design world and the media. The jury is appointed by the Federal Ministry of Economics and Technology.

The Federal Ministry of Economics and Technology will present the Design Award of the Federal Republic of Germany at a public ceremony in February 2011 with over 1,000 participants from politics, business, design and the press, the presentation ceremony is one of the most important design events of the year. Additionally the German Design Council organizes a Design Award exhibition including all the winning entries.

The German Design Council „Rat für Formgebung“ is responsible for the organization and presentation of the Design Award of the Federal Republic of Germany. The Council was formed in 1953, by resolution of the German Parliament, to meet the increasing demand from business for information on the subject of design. Today, the German Design Council is one of the world's leading competence centres for communication and know-how transfer in the field of design. The circle of trustee-sponsors currently comprises 160 companies from inside and outside Germany, who together employ more than 1.6 million people.

LED-Linear GmbH produces high quality, linear and scalable lighting modules and systems based upon LED technology. The company, based in Neukirchen-Vluyn, Germany offers its customers LED-modules with extraordinary cost/performance ratio. Use of high-quality and durable components assures enduring and energy efficient solutions. Flexibility of VarioLED and xoolux® products enables unlimited possibilities for creative applications of LED in design, architecture and function. Products are lead-free, soldered and RoHS conform.

More information about LED-Linear is available at <http://www.led-linear.com>

More information about the design prize is available at: <http://www.german-design-council.de/en/german-design-award/design-award-2011.html>

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