



reddot award
product design

Guide to Success

Red Dot Award: Product Design 2020

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1. Entry rules

Prerequisites

The Red Dot Award: Product Design 2020 is open to manufacturers and designers all over the world whose products are manufactured using an industrial production process. One-off hand-crafted pieces cannot take part in the competition.

The prerequisite for taking part in the competition is that the market launch of the product must have taken place between 1 January 2018 and 1 June 2020.

You must also agree to the General Terms and Conditions:

[>> Download GTCs](#)

Form of entry

Please ensure that you can provide us with a product in its original form for judging so that the jury can assess it live and in situ. This rule does not apply to any very large or heavy devices and machines (e.g. industrial robots or control centers). These can be submitted as pictures on presentation boards (max. 5 boards in DIN A2 format) or as digital images. Please note that these images have to be uploaded during the registration and could not be changed afterwards.

Entries in the "Interior architecture and interior design" category do not have to be submitted as originals either. For these projects, we request digital images of the footprint (max. 3) as well as of the object as a whole and of various detailed views (max. 15 images) during the registration. They could not be changed after completing the registration.

Multiple entries

You can enter a product in several categories at the same time, but not in several sub-categories within one category. A separate registration must be completed for each entry. One product as an original is required for each registration (for exceptions, see "Form of entry"). For registrations in the new meta categories "Smart Products" and "Innovative Products" there is no additional product as original required (see also section 3).

Product series

In the Red Dot Award: Product Design, a product series is defined and accepted as such if it displays the same design elements or the products in question generally have the same language of form or the same design concept. Additionally, they must be offered on the market as a product family/line.

In the Red Dot Design Award, there are two ways to define/distinguish a product series:

- as a product line: These are different variations of a product that (may) differ in terms of colour, size, material/surface, type, features, use, quality or price. These are products that substitute each other, i.e., consumers normally always buy just one variation of the product (e.g. oven, smartphone, TV).
- as a product family: These products are products that complement each other in sales. The focus here is on products with a related use from the perspective of the customer (e.g. bathroom fittings series [toilet, wash basin, mirror cabinet], cutlery series [fork, knife, spoon]). The products are generally sold under a common (umbrella) brand or product name (prefixes/suffixes).

2. Registration

My Red Dot

You can only register your product online, in the [My Red Dot portal](#). If you do not have an account yet, you can register there. If you already have an account, please log in using your e-mail address and your password and then click on "Register product" after selecting the competition.

Most of our communication takes place via e-mail. As a result, please add your current e-mail address. Also make sure that our e-mails do not land in your Spam folder or get blocked by your mail server. If you do not receive our e-mails, please add the @red-dot.de domain as a "safe sender" in the configuration of your mailbox.

General information

To complete registration, the following details are obligatory:

- Details of the person registering
- Details of the product
- Selection of category/sub-category
- Information for the jury presentation
- Information on delivery and collection
- Details of the manufacturer
- Details of the designer
- Information for the yearbook presentation in the event of winning an award
- Invoice details

You can find a detailed checklist of the details needed for registration [here](#).

Categories

From fashion and accessories to consumer electronics and vehicles, household appliances and furniture – you can choose from 49 [categories](#) when taking part in the Red Dot Award: Product Design 2020.

During the registration process in the My Red Dot portal, you must allocate your product to a suitable category and sub-category.

Helpful hint: Take a look at our [online exhibition](#). You will find the winners from the past year sorted by category there.

Additional materials

It is not possible to enter several or additional exhibits in one entry unless they are part of a product family (see the first paragraph under "Product series", page 3). For product variations that differ only in terms of colour, size, material or the like, it is sufficient to present additional digital material (images, videos, etc.) that shows the variations and special details in high resolution. This additional material can be uploaded to the My Red Dot server during registration in return for a fee. The files should be high resolution and named using the Latin alphabet.

Description for the jury presentation

In addition to the original product, the jurors require a product description in English (500 – 1,200 characters including spaces) that emphasises the benefits, function and innovation of the product briefly and succinctly. You should therefore provide clear information that is worded in an easy-to-understand manner. Please do not use figurative or flowery language.

Materials for the yearbook and other publications

If your product wins an award, we will need printable images (300 dpi for DIN A4 size, portrait or landscape format) and a product description in English and in German (500 – 1,200 characters each including spaces) that highlights the special aspects of the product from a design perspective in order to present your product in the yearbook.

Note on texts and digital material

You can upload the final texts and digital files for the jury presentation and for the yearbook to the My Red Dot server even after registration is completed, but no later than the closing date for registration (14 February 2020).

Please note that the details and images you provide during registration may be published by our communications department or passed on for press enquires without prior consultation with you if you win an award. If you specifically do not wish this to happen, or if there is a communications embargo up until a certain date, please send us this information in writing to presse@red-dot.de.

3. New: Registration in the meta categories "Smart Products" & "Innovative Products"

This year, for the first time, you have the opportunity to submit your product in one of the two meta categories "Smart Products" or "Innovative Products" after completing a product registration in one of the 49 categories. A registration fee will occur for a registration in a meta category, too. An additional delivery of your product will not be necessary. Further information on the new meta categories can be found [here](#).

4. Costs and payment

Costs

The entry costs depend on what phase of the competition registration is completed in:

Early Bird	(14 October 2019 – 8 November 2019)	300,- Euro*
Regular	(9 November 2019 – 8 January 2020)	400,- Euro*
Latecomer	(9 January 2020 – 14 February 2020)	510,- Euro*

An additional 500 Euros* will be charged for oversized entries (>3 m²).

If you wish to provide additional digital images ("Additional materials") to supplement your entry, such as pictures of colour variations, different materials or sizes for example, a lump sum of 100 Euros* will be charged.

*All prices are stated net of VAT as applicable on the registration date.

Payment

You can pay your registration fees by credit card (Visa, Mastercard, American Express) or PayPal. If you wish to pay on receipt of an invoice, please contact us at pd@red-dot.de.

4. Dispatch and delivery

After you have registered your product for the competition in the My Red Dot portal, please send it to us in its original form for the adjudication process. Our jury can and wants to use the original product to assess aspects like the look and feel, the material, the finish and the ergonomics and to get a full impression of the product. Very large or heavy industrial machines may be presented as digital pictures or on presentation charts if necessary. Like the original products, the presentation charts must be made available by the end of the delivery period.

There is an exception for the "Interior architecture and interior design" category. This category is assessed solely using digital images, and these images must already be uploaded during the registration process.

Another exception are submissions in the meta categories "Smart Products" and "Innovative Products". Your product will be presented to the jury in the same way as chosen for your first submission. Therefore there is no extra delivery of your product required for your submission in a meta category.

You as the participant must bear the cost of transporting and insuring the product. In addition to transport insurance for your product, we also recommend exhibition insurance for the duration of the judging – also for the event that your product wins an award and is presented in the winners' exhibitions.

The service provided by our logistics team is to receive your entries and position them for judging in the best possible way. We do not assemble or mount the products. If entries cannot be delivered in an assembled or mounted state, you as the participant must provide this service. In this case you can select the "Self-assembly" option in "Logistics" during registration in the My Red Dot portal and dispatch your own team to put the entry together. Please observe the delivery deadlines and assembly periods (see 4. Dispatch and delivery, page 7–8).

Special points to note

- Technical products must be delivered in a functional state so that the jury can test them. Include accessories like remote controls, chargers, adaptors or the like so that we can connect the products to a German power supply (230 V, 50 Hz, Type F socket [CEE 7/4]).
- In the case of products with Lithium batteries or rechargeable batteries, please observe the IATA Dangerous Goods Regulations.
- Entries to the "Lighting and lamps" category require an installation device.
- Vehicles and commercial vehicles must be registered, insured and fueled up so that the jury can drive them.
- If you need a presentation space of more than 3 m³ for your product, please send an assembly plan with measurements for your product presentation to our logistics department at logistics@red-dot.de for approval. This means that we can calculate the space needed for your presentation correctly at an early stage.
- The entry gates to the judging hall measure 2.28 m x 2.20 m. For high products, please also note the maximum ceiling height of 2.95 m.
- Wall and ceiling assemblies are not possible due to space restrictions.
- Please ensure that the product is delivered properly to the delivery location specified below (page 7), to behind the first door. We recommend that products are delivered using a vehicle with a lifting platform. Any aids (forklift, ramp etc.) must be provided by you as participant. Please also inform your freight forwarder or delivery agent of this, as potential additional costs incurred in delivery may be charged to you.
- Unfortunately, we cannot store your packaging material on site.

PI-Code

During the registration, a PI-Code (Product Identification code) is generated for your entry. It serves as a unique identification number for your entry. After registration is complete, you will receive a confirmation e-mail with an attachment including the PI-Code label and the address label. These must be attached to the back of each product, its accessories and to the delivery packaging before dispatching or delivering the product. Please ensure that the appearance of your product is not substantially diminished and that the PI-Code can be removed without any trace if possible. This allows us to present your product in the best possible way in the winners' exhibitions if it receives an award.

Delivery from non-EU countries

If your product is being delivered from a country outside the EU, we recommend that it is delivered in line with the customs regulations for the free movement of goods (Delivered Duty Paid). If you nevertheless choose the temporary import option, it is essential that a freight forwarder will be used (not a courier, an express delivery service or similar). Please remember that your product will very likely be kept in Germany for a longer period for the winners' exhibitions if it wins an award. Please also pass on this information to your courier or freight forwarder.

Please also declare your goods stating the required **customs tariff number** and use a **proforma invoice** stating the value of your delivery as required. The EORI number of Red Dot GmbH & Co. KG is DE5574838. You can get further information on this topic **online** from the customs office.

Please also observe the rules on the transport of dangerous goods in international air traffic from your respective courier service.

Dispatch and delivery dates

- | | |
|---|-------------------------------|
| • Products delivery and assembly by the participant | 27 January – 7 February 2020 |
| • Preassembled products and courier deliveries | 27 January – 21 February 2020 |

Delivery is possible from Monday to Friday and only during the office hours of 10 a.m. to 4 p.m. each day. Outside of these hours, there is nobody in the delivery hall to accept deliveries.

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|-------------------------------|--------------|
| • Vehicles (categories 37–41) | 5 March 2020 |
|-------------------------------|--------------|

Vehicles can be delivered only on 5 March 2020 and only between 7.00 a.m. and 8.00 a.m.

Dispatch and delivery address

Please use the following address for both preassembled products and those that have to be self-assembled as well as for vehicles from categories 38–41:

Red Dot GmbH & Co. KG
 Red Dot Judging Hall
 Witzlebenstrasse 14
 45472 Mülheim an der Ruhr
 Germany

Please deliver vehicles from category 37 directly to the airport in Mülheim an der Ruhr. Further information is attached to the registration confirmation.

Your contact person for logistics questions is Martin Mecklenbeck. You can reach him by phone at +49 208 37 77 787 or by e-mail at logistics@red-dot.de.

5. Judging

The products entered will be judged in March 2020. In an evaluation process that spans several days, the Red Dot jury members test, discuss and assess each individual entry based on different **criteria** in our judging halls – without any preselection.

It is not possible for you to present your product in person or to be present on site.

A few days after judging, we will inform you of the result via e-mail.

6. Collecting the products after judging

You must state during registration whether you wish to get your product back after judging. If you wish to collect your product, we will specify a period when the product can be collected. Please remember that your product can only be handed out in return for the PI-Code and within the specified period (see below). Please also pass on this information to your courier or freight forwarder. If your product is not collected on time, we will dispose of it or donate it to charity.

If your product wins an award: award-winning products will generally be stored on site until the special exhibition begins. This does not apply to products assembled by the participants for judging or to products that cannot be stored in the special and museum exhibition because of their size or for other reasons. Please collect such products, considering the collection dates specified by us, and we will request them again in advance of the special exhibition. Award-winning products that will be presented as a poster rather than an original product in the winners' exhibition must likewise be collected

Collection dates

- | | |
|------------------------|--------------------------|
| • Self-disassembly | 23 March – 27 March 2020 |
| • Preassembled product | 30 March – 9 April 2020 |

Collection is possible from Monday to Friday during the office hours of 10 a.m. to 4 p.m. each day. Outside of these hours, there is nobody in the judging hall to release products for collection. Please also note the following: It is only possible to release the product for collection from the goods picking department when the corresponding PI-Code is presented.

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|-------------------------------|--------------|
| • Vehicles (categories 37–41) | 5 March 2020 |
|-------------------------------|--------------|

Vehicles can be collected only on 5 March 2020 and only after between 5 p.m. and 6 p.m. Please note that it is only possible to release the product for collection from the goods picking department when the corresponding PI-Code is presented.

Collection address

Please collect preassembled products and products assembled by the participants themselves as well as vehicles from categories 38–41 at the following address:

Red Dot GmbH & Co. KG
 Red Dot Judging Hall
 Witzlebenstrasse 14
 45472 Mülheim an der Ruhr
 Germany

Vehicles entered in category 37 must be collected from the delivery address at the airport in Mülheim an der Ruhr. You can find more detailed information in the separate documents for entries to category 37 (see registration confirmation).

Your contact person for logistics questions is Martin Mecklenbeck. You can reach him by phone at +49 208 37 77 787 or by e-mail at logistics@red-dot.de.

7. The results have been announced. What happens next?

A few days after judging, we will announce the results to all of the participants via e-mail.

If your product wins an award, our Winner Service team will contact you to discuss and clarify any questions around ordering the Winner Package as well as on using the label and regarding the presentations (year-book, online, exhibitions, etc.) and the communication service. We will also get in touch regarding collection of the products that we cannot store until the winners' exhibition. The general collection dates apply with respect to self-assembled products (see 6. Collecting the products after judging).

The award ceremony will take place on 22 June 2020. You can book tickets for the event in April 2020 on the My Red Dot portal (advance reservations are not possible). During the Red Dot Gala, the Red Dot: Best of the Best winners will receive their trophies on stage at the Aalto Theater in Essen (Germany). The Red Dot laureates will receive their certificates at the subsequent Designers' Night in the Red Dot Design Museum Essen, where everyone can join together in celebrating their success in the Red Dot Award: Product Design 2020. The winners' exhibition "Design on Stage" with all of the award-winning products will be launched at this event. 22 June 2020 will mark the start date for the online presentation of all award-winning products at www.red-dot.org.

If your entry does not win an award, please do not be disheartened. You can take part with new products again next year and thus take advantage of your next opportunity to win a Red Dot.

8. Contacts

Our team will be happy to answer your questions before, during and after registering for the competition. Just get in touch with us.

Red Dot team
+49 201 30104-20
pd@red-dot.de

If you have queries regarding logistics, please contact:

Martin Mecklenbeck
+49 208 37 77 787
logistics@red-dot.de

We wish you every success in taking part in the Red Dot Award: Product Design 2020!