

Press release

LIMEX received Red Dot Award: Product Design 2018

LIMEX received Red Dot Award: Product Design 2018. The Red Dot jury has made its decision: After all of the products submitted were tested and assessed individually in the course of an evaluation process spanning several days, LIMEX by TBM Co., Ltd, received the distinction "Red Dot".

Product summary

The production of our new material LIMEX does not require large amounts of water and wood pulp unlike regular printing paper. Limestone is the sole material, this minimizes production and commodity costs. In order to expand LIMEX across the globe, we have commercialized our real product in the form of business cards. These business cards are distributed directly, from person to person. In addition, the production of just one box of our LIMEX business cards is able to save 10 liters of water. Each one of our business cards visually displays the contribution that is being made to the saving water.

Evaluation platform for good design

The Red Dot Award: Product Design has roots dating back as far as 1955 and determines the best products created each year. In 2018, designers and manufacturers from 59 countries submitted more than 6,300 objects to the competition. True to the motto "In search of good design and innovation", a jury comprising roughly 40 members assessed the products individually based on the original. The strict judging criteria, which include level of innovation, functionality, formal quality, ergonomics and durability, provide a frame of reference which the jurors then complement with their own expertise.

About TBM Co., Ltd

CEO: Nobuyoshi Yamasaki

Head Office: 2-7-17-6F, Ginza, Chuo-ku, Tokyo

Founded: 2011

Capital: 6.07 billion yen (Including legal capital surplus)/ as of April 2018

Business description: Development, manufacture and sale of LIMEX

Company website: <https://tb-m.com/en/>

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal

of outstanding design quality. Further information available at www.red-dot.de.

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