

## Triple Award Success for Accu-Chek products

Kinneir Dufort and Roche Diagnostics receive iF and Red Dot Awards

2012 has proved to be a highly successful year for **Kinneir Dufort** and **Roche Diagnostics** with Accu-Chek Fastclix® and Accu-Chek Mobile® both receiving Red Dot Product Design Awards, and Accu-Chek Fastclix® also collecting the prestigious Industrie Forum (iF) product design award.

**Accu-Chek Fastclix®** is a 1-click finger pricker used with several Accu-Chek® blood glucose monitoring systems. It incorporates a 6-lancet drum with innovative pricking action for virtually pain-free testing.

**Accu-Chek Mobile®** is an integrated blood glucose testing system for people with diabetes. The product comprises a blood glucose meter with a unique cassette containing 50 tests on a continuous strip and an attached lancing device which includes a 6-lancet drum. The system simplifies the blood glucose testing process and is particularly suited to people with diabetes who test their blood glucose frequently and for whom the issue of strip handling and disposal is a major barrier to convenient testing. This is the second generation of the Accu-Chek Mobile® product following the previous version also designed by Kinneir Dufort.



The awards follows similar success with the small and stylish Accu-Chek Aviva Nano® blood glucose meter and the previous generation Accu-Chek Mobile® which picked up Red Dot Awards in 2009 and 2011 respectively.

Red Dot awards, inaugurated in 1955, are one of the most long-established and respected of international awards for high design quality. Products are judged by an international jury against criteria including: innovation, functionality, ergonomics, quality, environment and design.

The iF Product Design Award, established in 1953, is annually conferred by the iF International Forum Design, attracting more than 2,000 product entries from around the world, which are judged by renowned industry experts, with the best receiving an iF seal of outstanding design quality.

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## Awards

A wide variety of design industry, trade association and market sector awards reflects our growing international reputation. Kinneir Dufort has been repeatedly recognised as a source of high quality design and effective business solutions.

## Accu-Chek Mobile wins Red Dot Award 2011

Kinneir Dufort's work with Roche Diagnostics has been recognised in the 2011 Red Dot Awards

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## Adding Design Value to Medical Products

Korean business newspaper, Maeil Kyungjae, features Kinneir Dufort's work in the medical sector