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Kiefel wins renowned Red Dot Award for HMI

Kiefel receives the Red Dot Award for “Modular and smart visualized HMI for Kiefel Packaging machines” in the category Brands & Communication Design 2020. On top, the HMI (Human Machine Interface HMI) was even rewarded with the “Red Dot: Best of the Best”.

The Red Dot Award is an internationally well-known badge for high-quality composition and design. The “Red Dot: Best of the Best” is an award for outstanding design. 76 projects - a tiny fraction of the 6,992 contributions in 2020 - have been awarded the “Red Dot: Best of the Best”. The Red Dot Awards committee chose the best contributions in accordance with this year’s slogan “In search of good design and creativity”. Selection was on the basis of three distinct evaluation guideline categories: Originality & Creativity, Design Quality & Innovation, and Comprehensibility & Emotional Significance.



Kiefel receives Red Dot for „Best Interface Design” 2020



Strong team – strong performance!

With this award, the committee recognizes the ingenuity and creativity of Kiefel and its strong team. The HMI was first presented at the K Show 2019 in cooperation with CaderaDesign GmbH, an industrial and user-interface-design specialist.

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The new and intuitive Kiefel-HMI

Unlike any other system, the Kiefel designed machine-visualization HMI simplifies even the most complex machine-data, offering an appealing, well-structured and user-friendly interface. The intelligent HMI - on a panel directly attached to the machine itself - displays the status of the whole system and its current processes. This includes the forming process with clear diagrams and animations which reduce the initial training time drastically. Illustrations and animations make the complex thermoforming adjustment process much more intuitive.

A predefined system of colors and shapes helps with input and monitoring of machine parameters as well as troubleshooting. Results are immediately visible and verifiable. Adjusters are additionally supported by the visual representation of bottlenecks and are notified which machine parts can be optimized.

About Red Dot

Red Dot stands for belonging to the best in design and business. Our international design competition, the "Red Dot Design Award", is aimed at all those who would like to distinguish their business activities through design. The distinction is based on the principle of selection and presentation. Excellent design is selected by competent expert juries in the areas of product design, communication design, and design concepts. The Red Dot Award is one of the world's most significant design awards. Since 1954, the "Design Zentrum Nordrhein-Westfalen e.V." has rewarded the best contribution with its award. The category of "Brands & Communication Design" was introduced in 1993.

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About KIEFEL GmbH

KIEFEL GmbH develops and produces high quality machines for processing plastics, bio-based materials and natural fibers. Our customers include well-known manufacturers from the automotive, medical engineering, refrigerator and packaging industries.

Kiefel has a global presence thanks to our sales and service branches in the USA, France, the Netherlands, Russia, China, Brazil, Indonesia and India, as well as our sales partners in more than 60 countries.

Kiefel owns the Dutch thermoform toolmaker Kiefel Packaging BV and the Austrian company KIEFEL Packaging GmbH, a supplier of tools and automation solutions.

Kiefel and its subsidiaries employ around 1,000 staff. KIEFEL GmbH is a member of the Brückner group, based in Siegsdorf, which is a family owned group of medium-sized enterprises active in machinery and plant engineering with around 2,600 employees at 24 different locations worldwide.

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