

AWARDS · 2024

ramonsoler wins the German Design Award 2024

ramonsoler® has once again received recognition, this time with the prestigious German Design Award 2024 for its re-branding project “The Art of Flow”.



The German Design Award is the main award of the German Design Council. With global reach and international recognition, it is one of the most prestigious awards on the design scene across all industries. Since 2012, they have identified key design trends, showcased them to a wide audience and rewarded them. Outstanding submissions in product design, communication and architecture are selected every year.

Its re-branding project “The Art of Flow” receives this award in recognition of ramonsoler®'s vision, creativity and commitment to excellence. “The Art of Flow” is much more than a philosophy; it is a way of life that inspires us to be in tune with our surroundings and to focus on flow and adaptability.

The German Design Award, one of the most outstanding recognitions in the field of design internationally, has distinguished ramonsoler® for its innovative approach and the excellence shown in renewing its brand identity. This new branding not only reflects the essence of the company, but also encapsulates its commitment to quality, innovation and a cutting-edge vision in the sector.

ramonsoler®'s strategic re-branding has stood out for its global approach, in which every element, from visual design to the brand narrative, has been meticulously crafted to convey the company's passion for innovation and sustainable solutions.

This cultural transformation is reflected in many aspects of ramonsoler®

LOGO

A transformation of the previous logo, which consisted of two words, into a single word with no capital letters, in order to make it more legible and give it the strength of a powerful brand with strong future prospects.

This new logo has been carefully implemented across all visual identity elements, from the catalogue to graphic material and corporate stationery. Every detail has been imbued with this renewed, unifying and distinctive symbol.

CLAIM

Water flows in a controlled way through its devices: single-lever mixers, hydrotherapy, thermostatic mixers... providing maximum comfort and benefits for users and the planet. There is a constant commitment to integrating good practices with people and society, as well as to the learning provided by the values of the Circular Economy.

PACKAGING

Its progressive transformation of packaging is fully committed to eliminating plastics and using as much recycled cardboard as possible. All the new packaging is designed under an internal eco-sustainable guide and in line with the new image. The natural colour of the cardboard is used as a base and the inks must be water-soluble or made from vegetable oils. Likewise, the production processes must be environmentally friendly.



SUSTAINABLE MERCHANDISING

The company also takes a responsible approach in its merchandising strategy. Among its various sustainable initiatives, ramonsoler® has introduced reusable cloth bags as part of its merchandising, made from organic, environmentally friendly materials. They are not only practical, but also convey the company's commitment to sustainability.



With the German Design Award 2024, ramonsoler® further consolidates itself as an industry benchmark, reaffirming its position as a pioneer in product innovation and design aimed at improving the experience of its users.

More information: rsramonsoler.com/en-INT/press-releases/ramonsoler-galardonado-con-el-premio-german-design