

Press release

## **RIBAG's new launch MILUM wins the Red Dot Award 2020**

*Safenwil, 17.03.2020 RIBAG Licht AG has won this year's Red Dot Award: Product Design 2020 with its new MILUM lighting system. The prestigious "Red Dot" award is the internationally highly respected seal of excellence in design quality.*

### **About MILUM**

The modular MILUM lighting system impresses with precise light control, state-of-the-art technology and meticulous workmanship. Technologically sophisticated Bartenbach components perfect the miniaturised and compact design of the new lighting system. Double focus lenses and free-form reflectors ensure maximum efficiency and extremely precise light control. The light output is optically set back in the slim profile and is exceptionally glare-free. Together with the first-class light brilliance, optimum visual comfort is achieved.

Whether you choose lighting with diffuse light or accentuation with brilliance - with the three combinable modules Lightline, Downlight and Wallwasher, individual lighting systems can be created to measure. MILUM is an effective tool for user-specific and effective lighting concepts in high-quality residential and commercial areas.

### **About RIBAG**

For 25 years, the success of the Swiss family business has been based on its high innovative strength. Pioneering spirit, passion and the passion for light aesthetics characterize the philosophy of RIBAG. The fact that the brand has been able to assert itself on the domestic and foreign markets for years is based on the constant quest for outstanding lighting solutions for sophisticated architecture, unique design and distinctive quality.

### **About the Red Dot Award**

The Red Dot Award is one of the largest design competitions worldwide. In 2020, designers and manufacturers submitted around 6,500 products for the award. The international jury tested the products in an evaluation process lasting several days, discussed them and finally made a well-founded judgement on the design quality. True to the motto "In search of good design and innovation", they placed great emphasis in the evaluation on criteria such as degree of innovation, functionality, formal quality, durability and ergonomics. The winning product MILUM will make its way to the design exhibition in the Red Dot Design Museum Essen, which presents all the award-winning products.

For further information and pictures please contact the press contact below.