



Contact Bjørg Norman Væhrens
Telephone +45 70 27 02 27
Cell +45 22 70 27 11
Email bjorg@contour-design.com
Website www.contourdesign.dk

FOR IMMEDIATE RELEASE
April 9, 2018

CONTOUR DESIGN'S UNIMOUSE IS PRESENTED THE PRESTIGIOUS RED DOT AWARD: PRODUCT DESIGN 2018.

Unimouse, the first truly adjustable ergonomic mouse, has been presented with the prestigious Red Dot Design Award for the Computer and Information Technology category 2018.

Ballerup, Denmark, April 9, 2018 – Contour, a market leader in research, development and design of ergonomic computer mouse solutions, has won the prestigious Red Design Award for Contour Unimouse - a truly adjustable vertical mouse. The award reflects the high design quality of Contour Unimouse incorporating technical, performance and functionality innovations.

Red Dot is a validation of amazing design quality from beyond the technology industry. With this second Red Dot award Contour demonstrates our determination to develop great products. Quoting Steve Jobs, "Design is not just what it looks and feels like. Design is how it works". I'm proud to receive this award for the second time, and it stands to prove our commitment to this category. – says Kenneth Schach, Managing Director, Contour Design Nordic

We at Contour Design strive to provide the finest in ergonomic solutions for the workplace and at home, and we are very proud of what we do. From our RollerMouse family of products to our one-handed solutions such as our Contour Mouse, we believe that an ergonomic working environment is integral to productivity.

The Unimouse leads Contour Design, as well as ergonomic mousing, into the future. The concept of a fully adjustable, ergonomic mouse went through countless iterations before it was considered ready to be presented to our consumers. Receiving a Red Dot Design Award is a great honor for us, and we hope that our customers enjoy the benefits of our Unimouse as much as we have enjoyed putting it out there for them to use.

#

ABOUT CONTOUR DESIGN

Contour Design is a market leader in the research, development and design of ergonomic computer mouse solutions such as RollerMouse, Unimouse and Contour Mouse. Contour Design, Inc. was founded in 1995 by Steve Wang. The company headquarters are located in Windham, New Hampshire in the United States, and are the seat of product development and everyday operations in North America.

Contour Design Nordic, which is headquartered in Ballerup in Denmark, imports the company's products and markets them through subsidiaries in Denmark, Finland, Norway, Sweden, France, Germany, the Netherlands and the United Kingdom.

ABOUT THE RED DOT DESIGN AWARD

The origins of the Red Dot Design Award date back to 1955. The institution behind the competition is the Design Zentrum NRW, which has been led by Professor Dr. Peter Zec since 1991. The "Red Dot" is established internationally as one of the most sought-after quality marks for good design. In order to assess the diversity in the field of design in a thorough and professional manner, the award breaks down into three competitions: the "Red Dot Award: Product Design", "Red Dot Award: Communication Design" and "Red Dot Award: Design Concept" – each is organised once a year. From products to communication projects and packaging to design concepts and prototypes, the Red Dot Award documents the most prominent trends worldwide. The award-winning designs are exhibited in the Red Dot Design Museums.

If you would like more information about this topic, please contact Bjørg Norman Væhrens at +45 70 27 02 27 or email at bjorg@contour-design.com.