

Götzis, Austria, July 2022

SOLA Wins Red Dot Design Award 2022

Digital GO! SMART Recognized for Its Outstanding Product Design

SOLA has won a Red Dot Design Award 2022 in the product design category for its GO! SMART digital inclinometer and protractor. The around 50-strong international Red Dot Award jury were impressed by the tool's user friendly design, which ensures easy and intuitive handling. The "Red Dot" award has established itself as one of the most well-respected seals of quality in the field of product design around the world.

GO! SMART Impresses the Red Dot Jury

The GO! SMART digital inclinometer and protractor measures just 8 cm and combines the functions of a spirit level, an inclinometer, and a protractor in a single device. The product now carries one of the most well-respected seals of quality in the field of product design—the Red Dot Design Award 2022. What impressed the jury most was the user-friendliness of the compact inclinometer and protractor as well as its easy-to-read, backlit display with rotating display and its compact design featuring a magnetic base with V-groove for attaching to pipes. A wide range of additional features are also available if you use the GO! SMART in combination with the SOLA Measures app.

Multi-Award-Winning Range

"We are proud to have won the Red Dot Design Award for the GO! SMART. This shows that, as a company, we are moving in the right direction with our persistent focus on the user in the development of digital measuring tools," says Lukas Zwing, Head of Product Development. The Red Dot Design Award 2022 adds to the long list of prizes and awards that SOLA has won in the field of product design. In 1957, SOLA became the first Austrian company to win the international iF Design Award—a winning streak that continues to this very day.

The Red Dot Design Award

The Red Dot Design Award is given out every year and is one of the most-important design competitions in the world. The competition is split into three categories: product design, brand & communication design, and concept design. This year, the jury consisted of around 50 experts from 23 countries. The assessment criteria are re-assessed and adapted every year in light of ever-changing technical, social, economic, and environmental requirements. Only the products that manage to impress the jury with their outstanding design quality receive the award.

Click here to view the GO! SMART press release:

<https://www.sola.at/de/news/go-smart-digitaler-neigungs-und-winkelmesser-mit-bluetooth>

More info about the Red Dot Design Award:

<https://www.red-dot.org>

www.sola.at

Number of characters: 2,365 (including spaces); number of words: 394

Image Overview

The following images in print resolution form are available to download for publications:

<https://solatransfer.sharefile.com/d-sa9b314d7fcce4a4fa5eedeb099982188>



File: sola_pic_prd_ww_go_smart_persp2_hq

Caption: The GO! SMART from SOLA measures all gradients and angles with maximum precision.

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File: sola_pic_app_ww_go_smart_001

Caption: Equipped with powerful magnets, the GO! SMART is suitable for a wide range of applications, i.e., adjusting the angle of saw blades.

Copyright: SOLA-Messwerkzeuge GmbH



File: sola_pic_app_ww_go_smart_007

Caption: A wide range of additional smart features such as remote reading, remote control, or photo capture with real-time data are available when used in combination with the SOLA Measures app.

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reddot winner 2022

File: log_ext_red_dot_winner_2022

Caption: The GO! SMART now carries the renowned Red Dot quality seal for excellent product design.

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File: sola_pic_per_zwing_lukas

Caption: Lukas Zwing, Head of Product Management & Quality Management

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About SOLA-Messwerkzeuge GmbH:

Since 1949 the SOLA brand has meant high precision measuring and marking tools. As market leader in premium spirit levels, the Austrian company manufactures a wide range of products, including screeding levels, folding rules, long and short tapes, squares, measuring wheels, marking products, laser distance meters and a customized laser program. SOLA's approach is to develop and continuously optimize its products to match its customers' requirements as closely as possible. SOLA Measuring Tools are sold in more than 80 countries around the world. 75% of all products are manufactured in Götzis, Austria, where the headquarters and production facility are located. This is where 200 employees develop, produce and distribute a product range of more than 1,500 products. The high-quality standards that SOLA has set for itself are subjected to constant control in the company's own laboratories and testing facilities. For more information visit www.sola.at

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