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Vecoplan wins the Red Dot Award for its new VEZ 3200 pre-shredder:

Appearance coupled with ergonomics

Vecoplan AG's new VEZ 3200 is one of this year's winners of the Red Dot Award for Product Design. The pre-shredder was specially developed to produce refuse-derived fuel (RDF). Vecoplan focused on a contemporary appearance when creating the VEZ – but the pre-shredder is not just about colour and shape, the designers also provided many benefits for users. The award ceremony is expected to take place on June 22 in Essen, Germany.

“For us, the design of the new VEZ 3200 was not all about appearance; ergonomics was also an important factor,” reports Werner Berens, CEO of the Vecoplan Group. Vecoplan also took a leading international company for practical machine design on board as a partner for the project – the Design Tech company. “The design impacts on the machine construction, making the shredder easier to handle for operators,” says Berens. “And the market has rewarded our approach. This is shown by the sales figures of our new shredder, with 15 machines already in use with our customers all over the world.”

The new design sets Vecoplan apart from the competition in terms of both colour and geometry. As a result, the Westerwald machine manufacturer has modified several of its existing machine assembly designs, integrating the new design into the company as an overall concept. “These new and optimised shredders clearly underscore our product leadership – because we can only support our customers if we give them future-oriented machines that offer significant added value,” emphasises Berens.

The Red Dot Award for Product Design offers designers and manufacturers throughout the world a platform for the evaluation of their products. This year, designers and companies from 60 nations submitted more than 6,500 products to be assessed by the international jury of experienced experts from various fields. The jury individually tests and assesses each entry on site, closely examining aesthetics, the selected materials, workmanship, surface finish, ergonomics and functionality.

Meta-title: Vecoplan's new pre-shredder wins the Red Dot Award for Product Design

Meta-description: Red Dot Award for Product Design – Vecoplan achieved a contemporary appearance with the new VEZ 3200's design, the primary aim of which is to provide benefits to users.

Keywords: Vecoplan; Pre-shredder; Shredder; Refuse-derived fuel; VEZ 3200; Red Dot Award for Product Design; Design Tech

Captions:



Photo 1: The VEZ 3200 will be presented with the Red Dot Award for Product Design this year.



reddot winner 2020
industrial design

Photo 2: International experts individually examine, test and assess each entry for the Red Dot Award for Product Design on site.

Photocredit: Vecoplan AG

Vecoplan AG is a leading manufacturer of machines and systems for the resources and recycling industry for shredding, conveying and reprocessing wood, biomass, plastics, paper and other recyclable materials such as domestic and industrial waste. Vecoplan® develops and manufactures the systems and components, and sells them worldwide in the wood reprocessing and waste processing industries. It currently has around 380 employees at its locations in Germany, the USA, Great Britain, Spain and Poland.

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