



In search of good design and innovation

The Red Dot Design Award has been in existence for more than 60 years. During this time, the Red Dot has become established as a mark of quality for award-winning design. The Red Dot Award: Product Design 2021 is open to submissions in 49 categories and two metacategories. Applications are possible during the following registration phases:

Early Bird	12 October 2020 to 13 November 2020
Regular	14 November 2020 to 22 January 2021
Latecomer	23 January 2021 to 19 February 2021

Evaluation

In March 2021, international experts will assess the products submitted. The jury is made up of roughly 40 designers, design professors and specialists from all over the world. Each product must be submitted as an original and every entry is tested, discussed and assessed individually by the jury.

Judging criteria

- Degree of innovation
- Ergonomics
- Product periphery
- Functionality
- Durability
- Self-explanatory quality
- Formal quality
- Ecological compatibility
- Symbolic & emotional content

Enjoy extensive benefits

Your product winning a Red Dot will mark the beginning of a whole range of PR and marketing measures.

Red Dot winner label

Use the globally renowned Red Dot label for the entire lifetime of the award-winning product.



reddot winner 2021



reddot winner 2021
best of the best

Media support

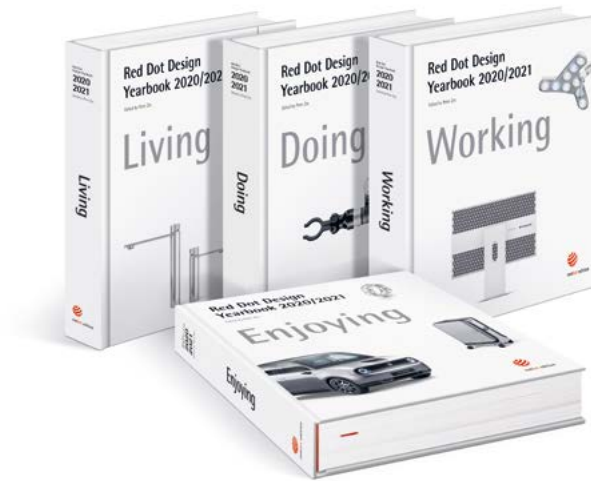
As a winner, you will benefit from the international PR as well as the high-quality and wide-coverage media partnerships of Red Dot.

Certificates

You will receive a personal certificate in duplicate for communication purposes as an official record of the award.

Trophy

Red Dot: Best of the Best winners will exclusively receive a Red Dot Trophy in addition to the certificates.



Yearbook

The four-volume Red Dot Design Yearbook introduces all prize-winning products. It also presents the makers behind the best products of the year and the Red Dot: Design Team of the Year.

Online exhibition

Your product will be displayed in the online exhibition on the Red Dot website for one year. In the Red Dot Network, the award-winning products are presented not only for one year, but for an unlimited period of time. Members and interested parties who have booked the 24-hour ticket have access.

Exhibitions

Award-winning products are presented to a wide audience at international exhibitions.

Costs and payment

Registration fees

Early Bird

Period 12 October 2020 to 13 November 2020
Registration fees 300 Euros (excl. VAT) per registration

Regular

Period 14 November 2020 to 22 January 2021
Registration fees 400 Euros (excl. VAT) per registration

Latecomer

Period 23 January 2021 to 19 February 2021
Registration fees 500 Euros (excl. VAT) per registration

Additional fees

For outsized products (> 3 m²) 500 Euros (excl. VAT) per registration
For digital material (optional) 100 Euros (excl. VAT) per registration

Costs in the event of winning an award

The costs for the obligatory Winner Package vary depending on the type of distinction and the exhibition space required for your product presentation.

Red Dot from 3,950 Euros (excl. VAT)
Red Dot: Best of the Best from 5,995 Euros (excl. VAT)

Information on costs and services can be reviewed [here](#).

Payment

The payment can be made by credit card (VISA, MasterCard, American Express), via PayPal, ALIPAY or WeChat Pay.

Tax-free payment

For a tax-free payment, companies located in the EU have to enter a European VAT ID in their invoice address details. Companies located in non-EU countries have to upload a net certificate to their invoice address details.



Young Professionals Application Day

On 2 December 2020, designers who have graduated within the past five years have the chance to apply to enter the draw for one of 50 free registration places.

If they win an award, they benefit from the free Winner Package Basic. The package includes extensive measures, all of which communicate their success in an internationally visible way.

Taking part

The Red Dot Award: Product Design 2021 is open to companies and designers from all over the world whose products are manufactured in an industrial production process. The products must have been launched on the market between 1 January 2019 and 1 June 2021.

Handcrafted, unique pieces and concepts are excluded from participation.

Form of entry

Please ensure that you can provide us with a real, functional product so that the jury can assess it live and in situ. Exceptions are made for very large or heavy devices and machines as well as entries in the category "Interior Design". These entries will be assessed in the form of digital images or videos.

Multiple entries

The same product can be entered in several product categories. A separate registration must be completed for each entry and an original product has to be provided to us for each registration.

No additional original product is required for entries in the metacategories "Smart Products" and "Innovative Products". Please find more information on the metacategories on the next page.

Product series

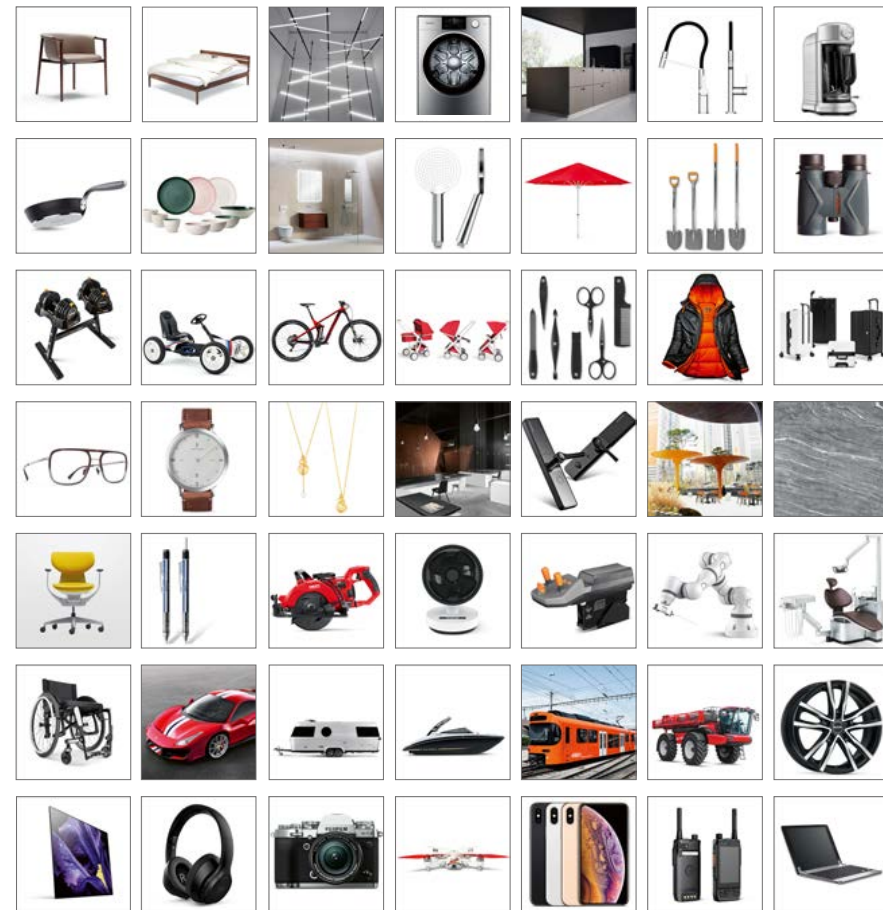
Product lines and families can be entered in the competition. The terms are defined as follows:

Product line: different variations of a product (e.g. smartphones)

Product family: products that complement each other in sales (e.g. bathroom fittings, cutlery series)

Categories

There are 49 traditional categories for you to choose from when entering your product in the competition. These cover the entire product range. You can find a detailed overview of the product categories [here](#).





“Smart Products” and “Innovative Products” metacategories

After completing a product registration in one of the 49 regular categories, you have the opportunity to submit your product in one of the two meta-categories “Smart Products” or “Innovative Products”.

Specific assessment

Your product will be assessed twice during the evaluation process. The first assessment is more general in nature. The jury will inspect the entries in a second walkthrough with a different focus. Aspects such as the level of innovation, technical refinements or changes in the language of form will play a role for innovative entries. New materials or a revolutionary approach to use also reflect the level of innovation of a product. By contrast, for smart products the experts will be looking at the interaction design, connectivity and the system as a whole.

Individual Red Dot winner label

Products that are successful in the metacategories receive an individualised Red Dot winner label that represents the main focus of this distinction:



reddot winner 2021
smart product



reddot winner 2021
best smart product



reddot winner 2021
innovative product

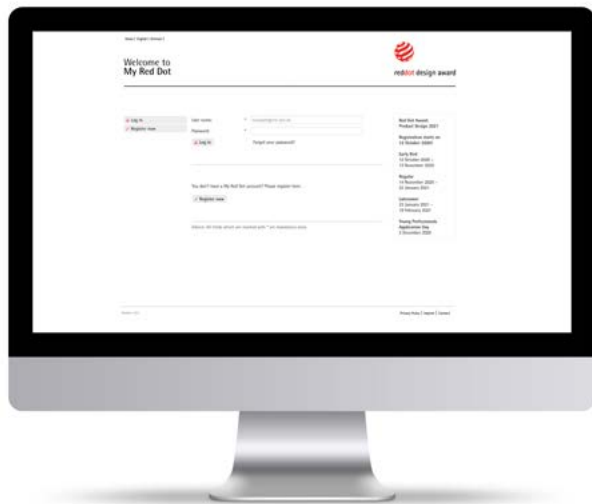


reddot winner 2021
best innovative product

Registration

You can register your products online at www.myreddot.de with your personal My Red Dot account. If you do not have an account yet, you can register there using your e-mail address.

To complete a registration, a few details are obligatory. The following checklist provides an overview of the details required:



Checklist

Details on the product

- Product name in English
- Product type in English
- Year of market launch (2019, 2020, 2021)
- Category & subcategory

Entry

- Entry type (original product, in exceptional cases digital presentation)
- Presentation size (dimension of the product presentation)
- Optional: additional material (upload of images [JPG, PNG], video [MP4] or PDF)
- Description for the jury in English (500 to 1,200 characters)

Logistics

- Type & period of delivery (self-assembly, shipper, parcel service)
- Type & period of collection (self-disassembly, shipper, parcel service, no return)
- Insured value (in Euros)

Manufacturer

- Address & contact person

Design

- Address of in-house or external design studio

Yearbook & other presentations

- Detailed product description in English (500 to 1,200 characters)
- Detailed product description in German (500 to 1,200 characters)
- 1–2 product images (CMYK, 300 dpi as JPG or TIF)

Payment

- Invoice address
- Payment terms (MasterCard, VISA, American Express, PayPal, ALIPAY, WeChat Pay)
- VAT ID (EU countries only) / net certificate (non-EU countries) for a tax-free payment

Delivering and picking up your product

The delivery of your product is required in February 2021. You will select the designated delivery period, type of delivery and pick up in your product registration. The following options are available:

Delivery and dispatch

Self-assembly

Your product has to be assembled or set up on site. Therefore, you will send your own personnel to assemble the product presentation.

Shipper and parcel service

Your product will be delivered by a shipper (freight forwarder) or parcel service – the product presentation does not require any assembly.

Pick up or donation

Self-disassembly

You send your own personnel to dismantle and pick up the product presentation.

Shipper and parcel service

You assign a shipper or parcel service to pick up the product for you. Necessary documents for shipping and export have to be sent to us by e-mail prior to the pick-up appointment.

Donation or disposal

If you do not wish for the product to be returned, we offer to donate it to a charitable cause or to dispose of it – both will be free of charge.

Delivering and picking up vehicles

Vehicles submitted in categories 37 to 41 have to be delivered for only one day.

Additional information on delivery and pick-up

Costs

Participants have to organise delivery and pick-up independently. Also, participants have to bear all costs for transportation, transport insurance, import and export.

Delivery address & labelling your entry

After completing a product registration, you will receive a registration confirmation with the detailed delivery and pick-up address and periods. You will also receive the individual PI code label (product identification code) which has to be attached to your product and shipment for clear identification on site.

The results have been announced. What happens next?

Result notification

In March, we will announce the results to all of the participants by e-mail.

Products that win an award

If your product was successful, the Red Dot Team will contact you to assist you with the obligatory booking of your Winner Package. The booking has to be completed within one week after the results have been announced. In addition, we will discuss if your product can be stored for our winners exhibition or if it has to be picked up.

Red Dot winner label

You can download the Red Dot winner label for your product immediately after completing the booking of your Winner Package. From this point on, you can use the label to communicate your success.

Red Dot certificates

Your Red Dot certificates will be delivered to you by post in July 2021.

Red Dot Design Yearbook

Your complimentary copy of the Red Dot Design Yearbook 2021/2022 will also be delivered to you on request by post in July 2021.

Products that do not win an award

If your product is unsuccessful, the pick-up information (type and period) you have selected in your registration is used.

Contact & FAQ

If you have further questions, please have a look at the [FAQ](#) on our website.

Furthermore, our team is happy to assist you with specific questions about taking part in and registering for the Red Dot Award: Product Design 2021:

Red Dot Team

+49 201 838885-42

pd@red-dot.de

For questions involving logistics, please contact:

Red Dot Logistics Team

Mr Martin Mecklenbeck

+49 208 37777-87

logistics@red-dot.de