



# First Red Dot Award for a Screw!

## TENZ® Wins the Red Dot Award: Product Design 2019 for the Innovative Low Energy Thread

*provided by TENZ International Limited*

The jury of the Red Dot Award was amazed. There was a screw in front of them! The innovative thread design convinced the jury and led to the first screw winning the Red Dot Award: Product Design. This has never happened in the screw industry.

There are people who have a different view of the world. Gerhard Hubmann, the CEO of TENZ®, is one of them. He has been working on screws of all kinds for many years. His drive to reinvent the screw came from his expertise in all aspects of this everyday product. Two key improvements were particularly important to him: to reduce the use of force in the application and to minimize the energy expenditure

### From the Idea to the Low Energy Screw to the Sale in the USA

At the beginning of 2011, Gerhard Hubmann came up with his idea for a new thread design, which he followed from prototype construction through tests with several universities to production readiness. Innovative TENZ® Stairs along the thread significantly reduce friction and thus screwing resistance. The advantages of the patented TENZ® Stairs Thread Technology are:

- up to 50% reduced screwing resistance
- Install up to twice as many screws with one battery charge
- up to 10 times longer service life of application devices



Sales started in Switzerland in 2017, followed in 2018 by Italy and Germany. In 2019, the world's largest DIY chain, based in the US, decided to equip its own wood screw with TENZ® technology, which is now available in 2,200 DIY stores across the US.

### TENZ® Low-Energy Screw – Good for the Environment

The motivation behind TENZ® was to sharpen people's perception of the supposedly unimportant everyday utensils. Using the example of the screw, the goal is to show that all of us in the community can manage to achieve significant and global savings in energy consumption through the smallest changes in the swarm.

### The Recognition of the Design Quality with the Red Dot Award 2019

The next highlight in the company's history followed in March of this year – the Red Dot Award: Product Design 2019, which the renowned jury grants only to products that have an outstanding design.

Submitting the screw itself to this globally respected design award was a gamble. Because no one expected such a product in this competition, and it must exist alongside big names such as McLaren, Apple or LG and many other impressive inventions. The jury of 40 international experts evaluated all submissions according to the criteria of innovativeness, functionality, formal quality, longevity and ergonomics - and selected the TENZ® wood screw from around 5,500 participants to award them with the following reason: With its innovative design, the TENZ® Low-Energy Screw is eco-friendly and future-oriented. It reflects the consistent implementation of the need for a resource-saving wood screw.

"I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead," said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.



### Outstanding Presentation

TENZ® received several design awards (for example another Red Dot Award in 2018) for its 'peek box' packaging design for the low-energy woodscrew, which presents the screw in a completely new way.

#### Previous Awards for TENZ®:

- German Packaging Award 2017
- Austrian Economy Ministry's State Prize 2017 – Engineer Consulting
- Intern. Wirtschaftsfilmtage (Business Film Days) / Category Informationsfilme (Informational Films): "Prix Victoria" in Gold 2018
- Red Dot Award: Packaging Design 2018
- German Design Award 2019
- Red Dot Award: Product Design 2019

#### About TENZ®:

TENZ® is a growing, innovative company headquartered in Graz, Austria. In 2016, it established its branch office in Taiwan. Internationally, we develop technology without compromise. Our core competence lies in the connection technology. Energy-saving and gentle on materials, users and tools, we make screw technology thrive into the 21st century with the TENZ® - Low Energy-Screw. ■

For more information visit  
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