

German Design Award 2022: Wöhner receives Special Mention distinction

Awards in the categories Communication Design and Product Design for MOTUS C14

- Special Mention distinction of the German Design Award is awarded for remarkable design achievements
- Award-winning MOTUS C14 from Wöhner offers fuseless motor protection and user-friendliness with minimal space requirements
- Wöhner's competence in design innovation confirmed by international jury of experts

Rödental, November 19th, 2021 – Wöhner, a leading solution provider for power distribution equipment, control technology and renewable energies, was awarded a Special Mention in each of the categories Communication Design and Product Design within the German Design Award of the German Design Council for the product launch campaign as well as for the product design of the electronic motor starter MOTUS C14.

"The German Design Award is one of the most prestigious design awards in the industry and internationally. We are therefore very pleased that we were able to convince the top-class jury twice with the product design of our new MOTUS C14 electronic motor starter and with the communication for the digital product launch," says Isabel Ossenberg, Director Marketing and Corporate Communications at Wöhner.

Product design with special significance

The MOTUS C14 is the latest interpretation of Wöhner's own product design language including the typical organical touch. The electronic motor starter is characterised by a slim and compact housing design. Translucent materials make technology and functionalities visible.

For the digital display and interaction requirements, an operating concept via OLED display and an interactive, LED-guided maintenance and fault management were developed, enabling safe operation.

The power of visual communication

Due to the cancellations of the trade fairs, the MOTUS C14 electronic motor starter was introduced digitally. The campaign picks up on special design features of the new product - such as the signalling concept with light and glow effects. The focus of the product launch was the online event with the product film. The overall campaign also included email marketing, print ads, social media campaign, product reveal clip, launch event website, product microsite, product brochure.

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About Wöhner

For more than 90 years, Wöhner has been a leader in forward-looking technologies for the distribution and control of electric power. The company is a global specialist for international fuse and busbar systems in the field of power distribution, control technology as well as renewable energies.

With twelve subsidiaries and an extensive network of representatives in Germany and abroad, Wöhner has customers in over 80 countries. The cornerstones of our success are ingenuity, the consistent implementation of the system concept and continuous growth. The headquarters of the family-run company founded in 1929 by Alfred Wöhner is in Rödental near Coburg (Bavaria).

www.woehner.de