

Renowned Chicago Design Award given to SAHM

Good Design Award™

for the Glasses *Tokyo* and *Sinus*

Two award-winning glasses: this is the successful result of SAHM – the glass for top brands' participation in the Good Design Award™ competition. Two new glasses developed by SAHM, *Tokyo* and *Sinus*, were recently awarded the prestigious design prize by a jury in Chicago.

Both tumblers have already won major international design awards. Every year, the Good Design Award™, the oldest design prize in the world, awards innovation in the field of product- and consumer-design. This year firms from 34 countries took part in the competition. The winning glasses *Sinus* and *Tokyo* were designed and developed exclusively for SAHM by Professor Michael Boehm, one of Germany's best-known glass designers.

The *Tokyo* tumbler previously convinced judges at the "iF product design award" with its masterly assimilation of international design influences and its distinct silhouette. The glass was also nominated for the "Design Award of the Federal Republic of Germany". The inward-curving waist in the area where the tumbler is grasped gradually turns into the gentle curvature of a goblet. The glass thus unites vastly different national styles and is the ideal vessel for an international public. The multi-purpose *Tokyo* is available in 0.3- and 0.5-liter sizes and is suitable not only for various types of beer, but also mixed drinks.

The Good Design Award™ is the third award for the *Sinus* tumbler. The glass design has previously been distinguished with the "red dot design award" as well as the "iF product

design award“ and, like the *Tokyo*, was also nominated for the “Design Award of the Federal Republic of Germany.” *Sinus* captivates through its characteristically tall and slender form. A curve in the glass’s upper third gives it a certain lightness. *Sinus* is the ideal drinking vessel especially for the younger bar and restaurant scene.

Date: 29 January 2009
Length: 2.007 characters with spaces
Photos: *Sinus* Tumbler
Tokyo Tumbler

Bildtext:

The tumblers *Sinus* and *Tokyo* – distinguished by several awards – have won over judges and juries with their innovative and modern design.

Corporate Contact:

Doris Hein • SAHM GmbH & Co. KG
Westerwaldstraße 13 • 56203 Höhr-Grenzhausen
Phone: 02624-188-48 • Fax: 02624-188-11
E-Mail: doris.hein@sahm.de • Internet: www.sahm.de

Media Contact:

Katharina Weber • additiv pr
Steinweg 43a • 56410 Montabaur
Phone: 02602-950 99 16 • Fax: 02602-950 99 17
E-Mail: kw@additiv-pr.de • Internet: www.additiv-pr.de