

Press Release

German Design Award 2021 for RECARO Kids

Grandate (Italy) / Bayreuth (Germany), 14.08.2020 – RECARO Kids is one of the winners of the German Design Award 2021. This award sets international standards when it comes to the most innovative design developments and competitiveness in the global market.

The child seat Tian Elite as well as the stroller Celona won in the award discipline “Excellent Product Design” - category “Baby and Child Care”. Both products, the universal and lightweight group 1/2/3 child seat and the comfortable stroller as part of a freely configurable modular system have just arrived on the market.

More information about our winners, please find on our website:

<https://www.recaro-kids.com/tian-elite.html>

<https://www.recaro-kids.com/celona.html>

From November 2020 on, Tian Elite and Celona will be shown in the online gallery of the German Design Award:

<https://www.german-design-award.com/en/the-winners.html>

About the German Design Award

The German Design Award honors innovative products and projects, their manufacturers and designers who are pioneering in the German and international design landscape. An independent and expert jury decides on the awarding of the winners. The jury members consist of representatives from industry, universities, design, architecture and media. Many criteria are included in the valuation, such as the overall concept, ergonomic as well as design and technical quality. The German Design Award is presented annually by the German Design Council Foundation, the organizer of the international competition.

More information on <https://www.german-design-award.com/en.html>

About RECARO Kids

RECARO Kids is synergically managed through two dedicated companies: RECARO Kids GmbH, based in Germany, which deals with the development of premium-top range products and RECARO Kids srl, located in Italy, responsible for all partnerships and logistic and commercial processes. RECARO Kids srl is the new company of Artsana Group which holds the exclusive worldwide license for the development, production and distribution of high-end child seats and strollers under the RECARO brand. RECARO Kids is part of the Artsana Group portfolio as a premium brand by exploiting the synergies in the group in sales, production, supply chain and product development.

About RECARO Group

The RECARO Group comprises the independently operating divisions RECARO Aircraft Seating in Schwäbisch Hall and RECARO Gaming in Stuttgart as well as the RECARO Holding located in Stuttgart. The Group's consolidated sales amounted to more than 600 million euros in 2018. Currently the Group employs more than 2,700 employees at its locations around the world. The automotive seating business as well as the child seat and stroller business are operated by licensees.

About Artsana Group

Artsana Group is a leader in the baby care sector with brands such as Chicco, Neo Baby, Boppy, Fiocchi di Riso, Fisiolact and RECARO, for the health care sector with Control and Goovi. Since 2017, Artsana also owns 100% of Prenatal Retail Group, which is active in the baby and children's products sector through the brands Prénatal, Toys Center, Bimbo Store and, in France and Switzerland, King Jouet. The Group markets its brands in over 150 countries. Artsana Group has more than 8,200 employees at its 23 subsidiaries worldwide and at its 4 production units in Europe, two of which are in Italy - Verola Nuova (BS) and Gessate (MI). Consolidated annual turnover in 2018 exceeded 1,500 million euros.

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