

## **axona AICHI won GOOD DESIGN AWARD 2014, Japan**

Aichi Co.,Ltd.(President: Michihiko Shimamoto, Headquarters: Nagoya, Japan) is pleased to announce that following 7 products won GOOD DESIGN AWARD 2014 and GOOD DESIGN LONG LIFE DESIGN AWARD.

\*Please refer to official web site of Japan Institute of Design Promotion at [www.g-mark.org](http://www.g-mark.org)

### **< GOOD DESIGN AWARD 2014 winning products >**

- TIPO-MA / TIPO-MAC : Multi-purpose stacking chair
- Bianero : Stackable nesting chair
- DTN : Multi-purpose table with smart bag hook
- SCF-5105-7 : Lecture room seating system
- Devolta(ATS-1400) : Auditorium theater seating
- AHP-09 : Telescopic seating system

### **< GOOD DESIGN LONG LIFE DESIGN AWARD 2014 winning product >**

- LUSH-SX : Multi-purpose stacking chair



**GOOD DESIGN AWARD** is a comprehensive and annual program for the evaluation and commendation of design, organized by Japan Institute of Design Promotion (JDP). Its origin was "Good Design Selection System" established in 1957 by Ministry of International Trade and Industry. Since then, it has been given to approximately 40,000 outstanding designs for more than 55 years.

**GOOD DESIGN LONG LIFE DESIGN AWARD** is presented to products and services that have earned the support of consumers over a period of 10 years or more with a consistent, recognizable design theme.

*"We have been continuing entry for this authoritative GOOD DESIGN AWARD almost every year since our 1<sup>st</sup> prize in 1963 for foldable chair: FC-1200 and reach 151 prizes in total. GOOD DESIGN AWARD is very valuable touchstone and incentive for us to improve our product's design aesthetics and originality. It's a great honor for us to be awarded many prizes at this year.*

*We will step up efforts to exert ourselves to create fine products to be praised globally."*

— Michihiko Shimamoto, President Aichi Co.,Ltd —

TIPO-MA / TIPO-MAC : Multi-purpose stacking chair



Bianero : Stackable nesting chair



DTN : Multi-purpose table with smart bag hook



SCF-5105-7 : Lecture room seating system



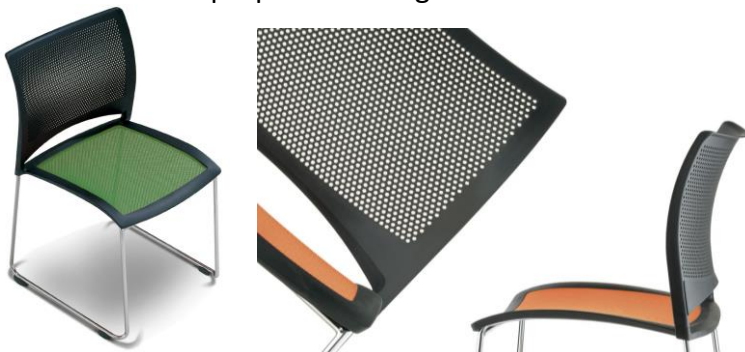
Devolta (ATS-1400) : Auditorium theater seating



AHP-09 : Telescopic seating system



LUSH-SX : Multi-purpose stacking chair



---

For more information about this News Release, please contact:

International Sales & Marketing Dept.Aichi Co.,Ltd.-

Tel: +81.52.937.5932 / Fax: +81.52.937.7146

e-mail: [info@axona-aichi.com](mailto:info@axona-aichi.com)

[www.axona-aichi.com/en](http://www.axona-aichi.com/en)