



reddot winner 2023

Red Dot Award: Product Design 2023 for the new Zünd cutter Q 32-32 D

Altstätten, Switzerland, April 19, 2023 – Swiss cutter manufacturer Zünd wins the 2023 Red Dot Award for Product Design for its Q 32-32 D cutter, the flagship product in the newly launched Q-Line. The internationally renowned prize recognizes superb quality and is exclusively awarded to products that feature outstanding design.

Major recognition for Swiss digital cutting systems manufacturer: Zünd Systemtechnik AG wins the 2023 Red Dot Award for Product Design for the newly launched Zünd cutter Q 32-32 D. The Red Dot Design Award is an internationally renowned prize for high-quality design. The international jury reserves this coveted seal of quality for products featuring outstanding design.

The new Q-Line generation of cutters is the result of a completely new design concept based on a distinctive style. The precisely dimensioned tools, slightly inclined towards each other, define the shape and create a balanced look. Side casings frame the high-performance machinery. Advanced technology such as the fully automatic tool changer sets it apart and is integral components that add to the cutter's dynamic appearance. The controls and the new control panel are ingeniously configured, ergonomic and visually appealing. This combination of design and technology makes the machine the perfect solution for highly automated and efficient digital cutting for industrial applications.

The new Q-Line with BHS180 was presented to the public for the first time in April 2023. Topping off the market launch, the product has now won plaudits from the international jury of experts for the annual Red Dot Design Award. The 43 independent jurors individually assess criteria such as the degree of innovation, ergonomic comfort, product silhouette, symbolic and emotional value, quality consciousness and the environmental credentials of a product.

Zünd Q 32-32 D has taken performance in digital cutting to new highs. Retractable safety glass panels and integrated light barriers ensure maximum safety when the two beams are accelerating at up to 2 g. At such production speeds, the solid mineral-cast base ensures stability and affords the utmost precision when cutting, along with the necessary mass to counteract vibrations. The beams are made of carbon fiber-reinforced composite, which makes them very light and strong and gives them a sophisticated, high-end look.

Zünd Systemtechnik is delighted to have won the award and is proud that its cutting systems impressed the jury in terms of both functionality and design. They make digital cutting even more efficient – and they look great in the process.

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The ultimate seal of approval for design: the new Zünd Cutter Q 32-32 D, seen here with the BHS180 board handling system, has won the 2023 Red Dot Award for Product Design.

About Zünd Systemtechnik AG

Zünd Systemtechnik AG, is a globally operating, family-owned Swiss manufacturer of highly advanced digital cutting systems. The Zünd name stands for Swiss quality and is synonymous with precision, performance, and reliability. Zünd has been developing, producing, and marketing modular cutting systems since 1984 and is one of world's leading manufacturers.

The Zünd customer base includes service providers and manufacturers in the graphics, packaging, garment, and leather industries, as well as in textile and composites applications. Zünd maintains global headquarters in Altstätten, Switzerland, where the company's R&D, marketing, and production facilities are located. Besides its own sales and service organizations, Zünd Systemtechnik relies on a worldwide network of long-standing, independent distribution and service partners.

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