

Press release

**Cleansui CSP901 wins Red Dot for outstanding design quality**

Tokyo, 9 April 2020. The Red Dot Jury has made its decision: Cleansui CSP901 emerged victorious from the Red Dot Award: Product Design 2020 and won a Red Dot for its good design quality. This means that Cleansui is one of the winners in the world's most renowned design competition.



reddot winner 2020



This is the third Red Dot Award for the company after winning the Red Dot Award: Brands & Communication Design 2019 with its brand "Cleansui", and the Red Dot Award: Product Design 2018 with Cleansui Shigaraki JP100-C.

Cleansui CSP901 is a faucet-mounted water filter launched in February 2020. Designed by product designer Ms Fumie Shibata, Cleansui CSP901 has a simple and fresh form to fit in kitchens while giving a high priority to dedicated usability such as the easy-to-remove water filter and the shower outlet which splashes less water. A large size of liquid-crystal display (LCD) is installed to improve visibility. Pressing a button under the display allows users to switch between "liter" volume, to indicate remaining pure water, and "cc" volume, which is convenient for cooking.

**Red Dot CEO Professor Dr. Peter Zec on the laureates**

"The winners of the Red Dot Award have proved that they have created excellent products worthy of winning an award. The products won over the jury not only through their aesthetic, but also thanks to their incomparable functionality. With their designs, the award winners are setting new standards in their industry. I wish to congratulate them most sincerely on their success," said Professor Dr. Peter Zec, founder and CEO of Red Dot.

**Detailed evaluation of the products entered**

The Red Dot Award: Product Design offers designers and manufacturers from all over the world a platform for assessing their products. In 2020, designers and companies from 60 countries entered more than 6,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for around 65 years in order to select the year's best designs. The adjudication process lasts several days and is based on two essential criteria: The jurors test all of the entries in order to assess not just the aesthetic but also the materials selected, the level of craftsmanship, the surface structure, ergonomics and functionality. After intensive discussions, they make a decision on the design quality of the products. True to the motto "In search of good design and innovation", only the best designs receive an award.

\* The launch of Cleansui CSP901 outside of Japan is yet to be announced.

**Cleansui CSP901 in exhibitions, online and in the yearbook**

On 22 June 2020, Cleansui CSP901 will be added to the exhibition "Design on Stage" in the Red Dot Design Museum Essen, where all of the award-winning products will be on show. The museum will thus be a hot spot for best-in-class industrial design. From that date, the winning product from Cleansui will also be presented in the online exhibition on the Red Dot website. The Red Dot Design Yearbook 2020/2021 comes out in July 2020.

**About Mitsubishi Chemical Cleansui Corporation:**

As a member of the Mitsubishi Chemical Holdings Group, one of the world's largest chemical companies, Mitsubishi Chemical Cleansui Corporation do businesses water purifiers and its cartridges, beauty-care and filtration related products.

Mitsubishi Chemical Holdings Group has the leading technologies in acrylic resins and carbon fibers and provide hollow fiber membrane technology, a fiber solution for water filtration, to ensure water safety in hospitals and treats water from industrial facilities. Mitsubishi Chemical Cleansui Corporation has covered a wide range of water treatment needs, from health care facilities to home use. In 1984, "Cleansui" branded water purifier was launched as the world's first hollow fiber membranes water filter and now used in homes and businesses all over the world.

Through stringent safety control and the pursuit of quality, our goal is to provide high-quality water to all people. Mitsubishi Chemical Cleansui provides better water for better life.

**About the Red Dot Design Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at [www.red-dot.de](http://www.red-dot.de).

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