



Press Release

Bekum's new machine design "Concept 808" has won the Good Design® Award

The Chicago Athenaeum: Museum of Architecture and Design crowns the new machine design „Concept 808“ with the Good Design® Award

Berlin (D), 12.03.2021: "This award is a special honor and symbolic of the positive change at Bekum," proudly notes Michael Mehnert, Managing Director.

The credo of the family-owned company has been uncompromising quality for over 60 years to this day. While functionality, durability and tradition have always been the focus, design has played a lesser role until now.

With the start of Michael Mehnert, son of the company founder, in 2016, Bekum entered a new, more modern era. His mission is to combine innovative technologies and forward thinking ideas with the company's tradition and to make the generational change and the dawn of a new era visible in all areas of the company through a new corporate identity. The beginning of this journey was marked by the new corporate and machine design, without affecting the well-known quality and brand recognition. Many new user-friendly features as well as performance-enhancing technological and energy-efficient refinements were developed for a new generation of machines and presented for the first time at the K2019 trade fair in Düsseldorf in the "CUT" machine design.

"CUT" stands for aesthetics, modern color and shape design.

The new design is characterized by aesthetics, modern color and shape as well as even more functionality and improved ergonomics. With intelligently beveled surfaces in combination with

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large, lightly tinted viewing panels, it underscores the distinctive innovative capability of Bekum blow moulders. The streamlined design style at the detail level enhances the visibility of the machine's high quality. The large yellow color insert clearly indicates a Bekum blow moulder and ensures the distinct high brand recognition.

Improved user experience

In line with the award-winning machine design, Bekum also decided to completely overhaul the machine control and user interface design. The user-friendliness of the Bekum Control 8.0 with a 24" touchscreen has been improved by reducing the number of switching elements on the control panel and graphically redesigning the user interface. The machine handling has also been simplified by means of intuitive menu navigation.

"The new machine design conveys our goal of being the benchmark in blow moulding technology," concludes Michael Mehnert.

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Captions:

Caption 1 (opening image): Newly designed Concept 808 electric blow molding machine honored with the Good Design Award 2020

Image sources: All images are from Bekum (unless otherwise indicated)

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