



Press Release

March 2010

Jøtul receives, yet again, the international and highly prestigious “red dot design award”

With its outstanding and innovative design, the Jøtul F 470 Concept managed to impress the jury of one of the most prestigious international design competitions. In the “red dot award: product design 2010” the Jøtul F 470 Concept was awarded the “red dot” value label for high design quality by a jury consisting of top class experts. This distinction adds to the success of the woodstove Jøtul F 373 for which Jøtul received the “red dot design award: best of the best” in 2007.

The Jøtul F 470 Concept is a range of cast iron wood burning stoves. The stoves have a unique and beautiful teardrop shape and a large curved glass door with guillotine solution. The door gives an exceptional view to the flames because the glass extends to the sides of the stove. The door solution is innovative in more ways than one, not least because it is multifunctional in that it can be both hidden and visible in harmony with the different leg sets.

There are four main models with a variety of leg sets and material options for exterior parts of the stoves. The customers can thus make personal choices to create an individual product. The slim proportions give these stoves a lighter and more elegant look than traditional cast iron stoves. The stoves comply with environmental standards in Europe and they achieved the best clean burn result ever in the Norwegian test, which is considered one of the world’s strictest standards.

The product series are designed by Anna Øren in Hareide Designmill in Moss, Norway. Please visit www.hareide-designmill.no for further information about this highly successful design house.

“All products that have won an award in the red dot design award had to convince an international expert jury of their quality. The products stand out from the masses with their excellent design and innovative approaches and proved their quality in one of the toughest design competitions worldwide”, explains design expert Professor Dr. Peter Zec, initiator of the red dot design award. This year, designers and companies from 57 nations with a total of 4,252 products took part in the “red dot award: product design”.

For further information about red dot design award please visit www.red-dot.de/press

Read more about the Jøtul F 470 Concept on www.jotul.com

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Jøtul AS is a world leading Norwegian manufacturer of stoves and fireplaces with subsidiaries in USA, France, Denmark, United Kingdom, Spain, Italy and Poland. The Jøtul Group manufactures and sells the brands Jøtul, Scan and Atra. The manufacturing units are located in Norway, Denmark, France, Poland and USA. In 2009 the Jøtul Group's turnover was approximately € 105 million. The Group has 750 employees, and the head office is located in Fredrikstad, Norway.
