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Press Release

Schmid Cell Sorter honoured by jury of red dot award: product design 2011

[Niedereschach.] The Cell Sorter by Schmid Technology Systems has won critical acclaim for its design: at the red dot design award, one of the most renowned product contests worldwide, Schmid's second-generation Cell Sorter was awarded an "honourable mention" by the prestigious jury. The design experts present this honour to products that stand out because of their particularly successful detail solutions. More than 1,000 guests from the world of design, industry, society and media will come together on 4 July 2011 to celebrate the winners of the red dot design award – traditionally hosted in Essen's opera house, the Aalto Theatre.

The Schmid Cell Sorter is used in the production of solar cells. The first-generation system had already gained widespread recognition in this field. The recently-released second generation has brought the Cell Sorter up to leading-edge standard and distinctly increased not only its efficiency but also its effectiveness. To ensure optimum performance of the solar modules, the Cell Sorter measures and classifies each and every one of the cells that will later be built into the modules.

Its low-level energy consumption and drastically reduced purchase price make the innovative second-generation Cell Sorter a particularly compelling solution. To top this up, is it controlled by means of a touch display with a simple and straightforward menu navigation. The design facilitates operation and, together with the light-weight, premium quality materials used for its construction, allows extremely high throughputs. Its special design furthermore provides optimum, easy access to all the requisite systems and areas of the Cell Sorter, not only during production but also during servicing. The push-to open drawers for removal of the sorted cells offer highest-level ease of operation.

"As always, our jury subjected the submitted products to a highly critical appraisal. Design quality asserted itself clearly in the adjudicatory process, and authentic, new and creative solutions were also honoured. Both criteria serve not only as a gauge for good design but also for its success potential on the market. This is increased several times over by selective presentation of our renowned design award", commented Professor Dr. Peter Zec, the initiator of the red dot design award. This year designers and companies with 4,433 products from 60 different nations participated in the red dot award: product design.

Award-winning products in the red dot design museum

The Cell Sorter can be witnessed live: photographs of the 2nd-generation Cell Sorter will be on display together with the other prize-winning products from 5 July until 1. August 2011 in an exhibition titled "Design on stage – winners red dot award: product design 2011" in the red dot design museum at the Zollverein World Heritage Site in Essen. The red dot design museum houses more than 1,500 products on a floor-space of over 4,000 square meters and is the world's largest permanent contemporary design exhibition.

The red dot design award

The origins of the red dot design award hail back to 1955. Today it is one of the largest and most widely acclaimed design competitions in the world. It is divided up into the three disciplines of "red dot award: product design", "red dot award: communication design" and "red dot award: design concept". In 2010 alone, the contest received almost 14,000 entries from 68 countries.

For further information visit the homepage at

"www.red-dot.de/presse".

Picture caption: 2011_red_dot_cell_sorter_gesamt.jpg

Second generation of the SCHMID Cell Sorter – awarded an „honourable mention“ by jury of red dot design award 2011.

Picture caption: 2011_red_dot_cell_sorter_detail001.jpg

Straight surface without constraining contours for easy operation.

Picture caption: 2011_red_dot_cell_sorter_detail002.jpg

Push-to open drawers for the removal of sorted cells

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