



reddot award 2018  
winner

## All dots connected: LINKED awarded the Red Dot

**Kippenheim, 16<sup>th</sup> August 2018. LINKED is outstanding and award winning: As part of the Red Dot Award: Communication Design 2018, Janoschka has succeeded in winning over the 24-member jury with its customer magazine LINKED. Over several days, the experts examined, discussed and evaluated more than 8,600 international communication design works. They awarded the coveted Red Dot for the high design quality and creative achievement of LINKED.**

LINKED is Janoschka's annual client magazine. The editorial concept uses text and design to open up surprising perspectives on the world of brands and packaging, as well as on highly unusual jobs in trades and technology. With its memorable and moving stories, LINKED is certainly a good read, spanning the gulf between innovative technologies and centuries-old traditions.

Together with Corina Prutti, editor-in-chief from the Munich komm.büro, the designer Patrick Brandecker and Janoschka's creative mind, is in charge of the graphic creation of LINKED.

"LINKED provides information and entertainment at once. For over 40 years Janoschka, with its broad spectrum of products and services, has been part of the printing and packaging industry and, with our customers and partners, we are continually developing these products and services further. Together we create brands and markets. LINKED expresses our enthusiasm for this and is a reflection of this diversity.", says Alexander Janoschka, CEO Janoschka.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, had the following to say about the competition and the award: "For more than 60 years now, we have been providing designers, agencies and companies with a platform for evaluating good design. Those who participate in the Red Dot Award must be aware that our jury members demand very high standards of the entries. This becomes apparent in the intensive debates and discussions that take place in order for all of the experts to agree on a well-founded decision. All those who progress through the tough adjudication process to garner a Red Dot have every reason to be proud of themselves, as the jury grants our award only to creations of high design quality. This makes me all the more delighted to congratulate the laureates sincerely on their well-deserved success."

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#### About Janoschka

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,300 employees plus an annual turnover of 97 million euros, is among the global market leaders in the packaging printing market. The company which was formed in 1976, and continues to be family-run, is represented globally through 25 subsidiaries in fifteen countries across Europe, Asia and South and Central America.

#### 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: Communication Design and Red Dot Award: Design Concept. 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 Red Dot distinction has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](http://www.red-dot.org).

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