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### **“SMART TOUCH™” SALAD SPINNER WINS 2008 RED DOT AWARD**

Los Angeles, California, May 28<sup>th</sup>, 2008 – RKS is proud to announce that the Zyliss “Smart Touch™” Salad Spinner has been honored with a 2008 red dot award for outstanding product design.

“We’re delighted to have earned another of the prestigious red dot awards recognizing the RKS design team’s hard work,” said Ravi Sawhney, founder and CEO of RKS.

With origins that go back to 1955, the red dot award for product design is one of the largest and most renowned international design competitions. The 2008 red dot product design competition received a record number of 3,203 entries from a total of 51 countries. Professor Dr. Peter Zec, initiator of the red dot design award, notes that more and more companies are realizing, “they have to pursue a premium strategy in order to be internationally competitive in the long run. Design awareness appears to be changing. Apple has successfully led the way, but now other interested companies follow suit.”

Introduced in January 2008, the Smart Touch Salad Spinner combines eye-catching design with market-leading innovation. RKS innovated a new, patent-pending drive mechanism which ensures that just one press of the “Smart Touch” lever sets the basket spinning at optimal speed to dry greens quickly and efficiently. One-button engages a disc brake that brings the basket to a quick, sure stop. The Smart Touch lever locks into place to make the best possible use of precious storage space in the refrigerator and kitchen cabinet. The customer gets great design and great utility, and Zyliss gets a salad spinner designed to put them in the back in the lead of the hotly contested Salad Spinner category.

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Selected by Real Simple as one of their [Top 20 Kitchen Tools](#), the Smart Touch Salad spinner joins a full line of kitchen products developed by RKS for Zyliss. These products, designed and engineered to outperform the competition, have helped the Zyliss brand achieve new levels of market success and penetrate higher-end retail sales channels such as Williams Sonoma, Whole Foods, and a host of international specialty stores. RKS-designed Zyliss products have previously been honored with three Good Design Awards, three Co-Creat Awards, and a 2007 red dot award.

DKB Household USA/Zyliss USA Corp., is a division of Diethelm Keller Brands. The Zyliss heritage of excellence in the high-end kitchen tools and gadgets category began in Switzerland more than 50 years ago. Internationally-respected for design, functionality, and durability, the Zyliss brand is favored by both everyday cooks and renowned gourmet chefs around the world. DKB Household/Zyliss is headquartered in Irvine, California.

RKS is an Industrial Design consultancy offering a full range of strategy, innovation, and design services. Consistently ranked in Business Week's Top 10 Industrial Design firms, RKS has a 27-year legacy of transforming client inspirations and aspirations into powerful business results. The Southern California-based firm specializes in market segments that include medical/dental, consumer electronics, sporting goods, housewares, consumer products, and industrial goods. Its clients include Apple, JBL, Nokia, HP, Intel, Zyliss, Panavision, Medtronic, and many others. RKS has won more than 50 product design awards globally, and has been issued more than 150 patents.

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High resolution images available at: <http://rksdesign.com/press/zyliss>

