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**DEWALT Earns Two Prestigious Red Dot Product Design Awards for**

**DEWALT® 20V MAX\* Rotary Tough Laser and DEWALT® Demo Hammer**

**NEW BRITAIN, Conn.** (April 7, 2017) — DEWALT is pleased to announce its 20V MAX\* Rotary Tough Laser (DW079LG) and Demo Hammer (DWHT51366) have been awarded the 2017 Red Dot Award for Product Design, the internationally sought-after award and distinction for outstanding product design.

Manufacturers and designers from around the globe were invited to enter their products into the 2017 competition. The jury of around 40 independent designers, design professors and specialist journalists tested, discussed and assessed each individual product and reviewed criteria such as degree of innovation, formal quality, functionality and ecological compatibility. In total, the competition received more than 5,500 entries from 54 countries this year.

“The Red Dot winners are pursuing the right design strategy. They have recognized that good design and economic success go hand in hand. The award by the critical Red Dot jury documents their high design quality and is indicative of their successful design policy,” said Professor Dr. Peter Zec, Founder and CEO of the Red Dot Award.

The DEWALT® 20V MAX\* Rotary Tough Laser features great performance including long battery life with green laser technology [(DW079LG)](http://www.dewalt.com/products/hand-tools/measuring-and-layout-tools/self-leveling-rotary-lasers/20v-max-green-rotary-tough-laser/dw079lg), Guaranteed Tough® durability and the compatibility with a widely accepted 20V MAX\* Lithium-Ion battery platform, providing users long run time and the convenience of a rechargeable battery.

The DEWALT® Demo Hammer (DWHT51366) is an all-in-one tool designed for remodeling and demolition that features a patent-pending recessed drywall wedge as well as an oversized strike face for breaking through drywall and an elongated claw curve for easy prying of nails. A 2” x 4” gripper have been added, making prying floor boards and framing easy.

Red Dot winners will receive their trophies and certificates in July during the Red Dot Gala in Essen, Germany on July 3, 2017.

The significance of the international design competition, Red Dot Award: Product Design, with its headquarters in Essen, Germany is well established internationally. It was already more than 60 years ago that a jury convened for the first time to assess the best designs of the day. Since then, an expert team has been awarding the seal of quality for good design and innovation to the outstanding designs of the year.

**About the Red Dot Design Award:**

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into three distinct disciplines including the Red Dot Award: Product Design, Red Dot Award: Communication Design, and Red Dot Award: Design Concept. The Red Dot Award is organized by the Design Zentrum Nordrhein Westfalen in Essen, Germany, and is one of the largest design competitions in the world. The sought-after “Red Dot” is the revered international seal of outstanding design quality. For more information visit [Red-Dot.org](http://en.red-dot.org/).

**About DEWALT:**

DEWALT is a leading manufacturer of industrial corded and [cordless power tools](http://www.dewalt.com/products/power-tools/shop-by-cordless-platform), [power tool accessories](http://www.dewalt.com/products/accessories), [storage](http://www.dewalt.com/en-us/products/gear-and-equipment/tool-storage/toughsystem-ds300-large-case/dwst08203), and [hand tools](http://www.dewalt.com/products/hand-tools) in categories that include Woodworking, Drilling & Fastening, Concrete & Metal Power Tools, as well as Cutting, Abrasive, and IMPACT READY® Impact Driver Power Tool Accessories. Hand Tool categories include Measuring & Layout, Knives & Blades, Mechanics Tools, and Storage Solutions.

With seven manufacturing locations in the USA, DEWALT remains committed to domestic manufacturing and produced over 90 million individual units of Power Tools, Hand Tools, and Accessories in the United States with global materials in 2016 alone. Visit the website to learn more about [DEWALT tools Made in the USA with global materials](http://www.dewalt.com/en-us/dewalt-dna/american-pride).

DEWALT® tools can be found nationally and internationally, wherever tools are sold. With more than 1,000 factory-owned and authorized locations, DEWALT has one of the most extensive service and repair networks in North America. For more information, visit [www.dewalt.com](http://www.dewalt.com/Home.aspx) or follow DEWALT on [Facebook](http://www.facebook.com/pages/DEWALT/40099666845), [Twitter](http://twitter.com/DEWALTtough), and [Instagram](https://www.instagram.com/dewalttough/?hl=en).

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\* Maximum initial battery voltage (measured without a workload) is 20 volts. Nominal voltage is 18.