PRESS RELEASE

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FlexLink awarded for excellent product design at Red Dot Award 2016

*The modular stainless steel belt conveyor platform, WLX, received an “Honorable Mention” in the Red Dot Award: Product Design 2016. More than 5,200 products and innovations from 57 nations had registered for the award.*

With 41 experts from all around the world - freelance designers, design professors and specialist journalists – the Red Dot Award guarantees qualified and unbiased judging power. With more than 5,000 products to compete against, [FlexLink’s](http://www.flexlink.com/en/home/) stainless steel wide belt conveyor, WLX stood out with its good, purposeful design.

The [WLX wide modular belt conveyor](http://www.flexlink.com/en/home/products-and-services/stainless-steel-conveyor-systems/modular-wide-belt) in stainless steel approaches several aspects that are essential to the entire scope of food production. Operators appreciate the high level of safety, the low noise level and the easiness in operation, in particular the cleaning procedure. The integrated lifting chain function creates easy access and a good overview of all internal parts of the conveyor.

Factory engineers acknowledge the modularity and versatility of the design while factory management value the high efficiency, the gentle handling of products and a low cost of ownership.

Tommy Karlsson, Head of Product Management at FlexLink comments: “The feedback from our customers, who are the leading producers within food, is very strong and of course centered towards their reality as brand owners or contract producers. We are very proud about being rewarded for the new WLX platform and for the Red Dot Award jury’s recognition of our design development efforts.”

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FlexLink is a world-class factory automation expert. Working closely with global customers we provide innovative, automated solutions to produce goods smarter, safer and at lower operating costs.

Headquartered in Göteborg, Sweden, FlexLink has operating units in 30 countries and is represented in more than 60. In 2015, FlexLink had 840 employees and a turnover of SEK 1,872 million.

FlexLink is part of Coesia, an innovation based Group consisting of 14 companies specialized in automated machinery and industrial process solutions. For 2014, the Coesia Group had a turnover of Euro 1,429 million and 6,165 employees.