

Medela wins international Design Award

Freestyle, the new hands-free breastpump wins Red Dot Award

Medela, the world market leader in breastpump technology, announced that its innovative new hands-free breastpump, Freestyle™, has won the coveted 2009 red dot design award.

The red dot design award, with origins dating back to 1955, is the world's largest and most renowned design competition. This year, 3'231 products were entered from 49 nations in three divisions consisting of product design, communication design and design concept. The product design award division consisted of seventeen categories ranging from households and kitchens to life science and medicine. Medela's Freestyle breastpump received one of 53 red dot product design awards in the life science and medicine category.

"As the lead industrial designer on the product, I am honored to accept this prestigious award on behalf of the team, which spent years researching and developing this innovative product. Our end goal was to meet the needs of busy mothers across the globe and to provide the highest quality of product possible. From the usability, to the mechanics, to the aesthetics, every detail was scrutinized, well thought out and tested with mothers," said Jill Solberg, manager industrial design, Medela Inc.

Freestyle is the first rechargeable, hands-free, double-electric breastpump to give mothers true pumping mobility. The breastpump was developed following five years of research as well as hundreds of hours spent interviewing health care professionals and observing more than 1'000 testing mothers. The result of this extensive research is a hands-free breastpump that is revolutionarily small, weighing less than a pound, but exceedingly powerful with Medela's research-based 2-phase Expression® technology that allows moms to get more milk in less time.

"Successful products are in so far different from less successful products that they can survive in the real world," explains design expert Professor Dr. Peter Zec, initiator of the red dot design award. *"Successful participation in a design competition can already be an initial sign of a product's later commercial success, because these competitions allow an objectification of otherwise often very subjective design decisions."* Receiving an award in an internationally renowned design competition such as the red dot design award was therefore an important indicator whether a product had the potential to succeed internationally.

Products submitted to the red dot design award are assessed by an international jury consisting of renowned design experts. They examine and test the products and assess them according to criteria such as degree of innovation, functionality, ergonomics, longevity, ecological compatibility and clarity of function.

About Medela

Medela provides the most technologically advanced, superior-quality breastpumps and breastfeeding accessories to nursing mothers around the world. A longtime champion of breastfeeding, Medela is the only company to develop products based on research by the world's leading lactation experts. As a result, Medela's breastpumps are the number one choice of healthcare professionals and healthcare facilities worldwide.

Medela has developed an extensive line of products to meet the diverse needs of nursing mothers. These products include hospital-grade, double and single electric and manual breastpumps; breastfeeding accessories such as pump cleaning products, breast care products and specialty feeding devices; and maternity and nursing intimate apparel.

Founded in 1961 by Olle Larsson in Zug, Switzerland, Medela continues to grow under the ownership of the Larsson family. Medela serves customers through a worldwide network of distribution partners in more than 90 countries and its 13 subsidiaries in Canada, China, France, Germany, Italy, Japan, the Netherlands, Russia, Spain, Sweden, Switzerland, the United Kingdom and the United States.

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