

## **COREPEL receives the Red Dot Award**

**Lucerne 2021 – At the ‘Red Dot Awards’ the product innovation COREPEL was decorated with the highest honour in the Category Brands & Communication Design. The award-winning concept had been designed and developed in cooperation with the design agency Martin et Karczinski.**

The cross-media presence of COREPEL, the current product innovation in the wooden floor sector, was honoured with the distinction “Best of the Best”. COREPEL enables the customer for the first time ever to not any longer have to choose between a water-resistant or robust type of floor. It combines the advantages of both products in a seemly and high-quality aestheticism. The concept of Martin et Karczinski picks up this modern, minimalist aestheticism and combines it with a powerful pictorial world yet to be seen. The presence thereby breaks with all previous visual industrial codes of the branch.

The Corepel brand creates a unique link between the uncompromising functionality of the floor and contemporary brand design. An absolute novelty in our branch», declares Fabian Kölliker, Head of Marketing, SWISS KRONO Group.

### **About SWISS KRONO Group:**

SWISS KRONO Group is one of the leading manufacturers of wooden materials in the world and stands for sustainable and innovative solutions in the fields of interior design, flooring and building materials. Founded as a family business in 1966, the Group today employs 5,100 people around the globe. Its head office is located in Lucerne in Switzerland and manufactures at ten locations in eight countries. SWISS KRONO Group has always committed itself uncompromisingly to quality and sustainability.

[www.swisskrono.com](http://www.swisskrono.com)

### **About COREPEL:**

COREPEL is the most robust design floor there is in the market. It is able to withstand loads five times as great as other design floors can, has proven itself to be completely stable in its form and is extremely resistant against scratches and dents. Its embedded wooden core lends COREPEL unusual product properties: the floor is pronouncedly water-resistant and extremely resilient. No matter what our lives throw at us, this floor is able to deal with it. With wood content of more than 50%, COREPEL boasts the highest percentage of renewable raw materials among the waterproof design floors.

[www.corepel.com](http://www.corepel.com)

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