

Intuitive sorting with SpaceFlexx: Red Dot and Best of the Best for kitchen fittings

SpaceFlexx, which was jointly developed by Kesseböhmer and users, has achieved double recognition in the Kitchen Innovation of the Year 2020 consumer awards: both the jury of experts and consumers named the ingenious solution to the chaos of organising storage containers as Kitchen Innovation of the Year 2020 and also helped it win the Best of the Best gold award as best product in the kitchen fittings category. The flexible pull-out organiser also won the 2020 Red Dot Award in the Product Design category.

SpaceFlexx is the first organiser system to actually sort out the chaos of storage containers. This insert for pull-outs consists of a framework and the flexible and effective nestex solution; not only storage containers of different sizes and shapes but also their lids can be stowed away neatly inside, saving space and dispensing with the need to spend time pre-sorting them. Time-consuming searching, shaking and rummaging are a thing of the past.

Product features such as quality, functionality and an attractive design are key influencers for consumers when making purchasing decisions. Recommendations by other consumers are also becoming increasingly important. "The Kitchen Innovation of the Year award, which is now in its fourteenth year, is a direct recommendation to buy for consumers by consumers," explains Initiative LifeCare which awards the prize.

SpaceFlexx tidies up pull-outs

SpaceFlexx makes optimum use of storage space. The organising principle is so simple and ingenious. A framework of chrome-plated metal struts and plastic components connects five innovative horizontal nestex dividers that can be moved along the struts. Storage items can be easily inserted between the dividers and intuitively sorted or nested, irrespective of their shape and size. nestex adapts itself to the geometry of any container and to the pull-out itself, thanks to its elasticity, allowing everything to be held in place between the flexible webbing – without clattering or slipping around. This creates clarity and good access – not least because of transparent zones in the woven fabric.

SpaceFlexx is a retrofittable modular system that is easy to assemble without tools and fits in all pull-outs with a front panel width from 60 cm. As a high quality and highly technical material, nestex is a guarantee of high performance and longevity. It can be cleaned in no time at all, even in a washing machine.

According to a survey by Kesseböhmer, 98 percent of all households in Germany use food storage containers; however, over 70% are dissatisfied with their current storage situation. And even though the manufacturer's initial target for its new product was the kitchen, SpaceFlexx is proving to be as flexible as its users and is ideal wherever order needs to be restored amongst chaos: in bathrooms, wardrobes or offices, play areas, dressing rooms or utility rooms.

Chosen by experts, appreciated by consumers

What makes the Kitchen Innovation of the Year award special is that it is awarded by the public. In the first step, a jury of experts pre-selects products by their functionality, innovation, product features and design. In the second step, the consumers themselves rate the nominated products based on a representative survey by the K&A BrandResearch institute for market research. A total of 19,800 consumers have selected 425 outstanding products and brands over the past 14 years. The award is currently recognised in over 55 countries.

Designers and companies from 60 countries submitted over 6,500 products to the Red Dot Award 2020 Product Design category which was more entries to the competition than ever before. The jury of experts convened at the beginning of March in the Ruhr District to award prizes to those items which won them over through their outstanding design quality using a multi-stage evaluation process. As of 22nd June 2020, Kesseböhmer's SpaceFlexx went on display, along with all the winning products, at the Red Dot Design Museum in Essen and in the online exhibition at www.red-dot.org. The 2020/2021 Yearbook appeared in July 2020. The Red Dot Award Product Design category recognises the best in global product design.

<https://www.clever-storage-shop.de/produkt/spaceflexx/>



Caption 1a: SpaceFlexx has brought the chaos of storage containers in pull-outs to an end: ... Photo: Kesseböhmer



Caption 1b: ... it is the new solution to stowing storage containers of different shapes and sizes in pull-outs – saving space and providing clarity. Photo: Kesseböhmer



Caption 2: The stored goods can simply be inserted between the dividers and intuitively sorted or nested. nesttex adapts itself to any container geometry and to the pull-out itself thanks to its elasticity. Everything can be held in place between the flexible webbing – without clattering or slipping around. Photo: Kesseböhmer



Caption 3: SpaceFlexx is a retrofittable modular system that is easy to assemble without tools and fits in all pull-outs with a front panel width from 60 cm. A framework of chrome-plated metal struts and plastic components connects five innovative horizontal strips of high-tech webbing that can be moved along the struts. Photo: Kesseböhmer



Caption 4a: Initially, Kesseböhmer aimed SpaceFlexx at the kitchen. Photo: Kesseböhmer



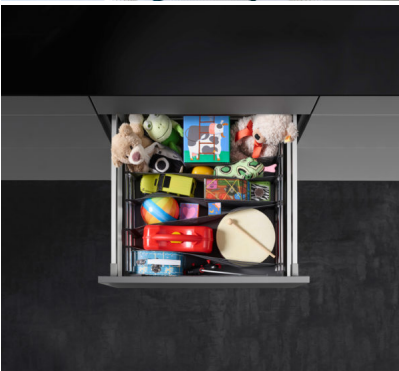
Caption 4b: SpaceFlexx is proving to be as flexible as its users and is ideal wherever order needs to be restored amongst chaos, for example, in the bathroom. Photo: Kesseböhmer



Caption 4c: SpaceFlexx is proving to be as flexible as its users and is ideal wherever order needs to be restored amongst for example, in the office. Photo: Kesseböhmer



Caption 4d: SpaceFlexx is proving to be as flexible as its users and is ideal wherever order needs to be restored amongst chaos, for example, in wardrobes. Photo: Kesseböhmer



Caption 4e: SpaceFlexx is proving to be as flexible as its users and is ideal wherever order needs to be restored amongst chaos, for example, in play areas. Photo: Kesseböhmer