

Guide to Success

Red Dot Award: Product Design 2025



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Terms and conditions of participation



The Red Dot Award: Product Design 2025 is open to industrially manufactured products that were or will be launched between 1 January 2023 and 1 July 2025.

One-off products and design concepts cannot be entered for the competition.

Applications are possible during the registration phases shown on the right. Entry fees depend on the registration period in which registration takes place. Completion of the registration constitutes agreement to the [General Terms and Conditions](#).

Form of entry

Please submit an actual, functional product so that the jury can assess not only design, but also other aspects live and on site such as haptics, the materials used, workmanship and ergonomics. Exceptions can be made for

very large and difficult to move equipment and machines as well as submissions in the purely digital category "Interior Architecture und Interior Design". These entries can be evaluated on the basis of digital images and videos. Please note that you are liable for any import duties and shipment costs.

i Please note: In the case of a digital presentation, it is essential to provide images of the real product (Proof of Existence).

Multiple entries

The same product can be registered for several but different categories. Each entry must be registered individually. Furthermore, each registration requires submission of a separate product. Exceptions are made for submissions to the "Sustainable Design" and "Innovative Design" metacategories. In this case, there is no need to provide an additional copy of the product.

There are three registration phases:

- Early Bird: 16 September 2024 - 11 October 2024
- Regular: 12 October 2024 - 17 January 2025
- Latecomer: 18 January - 31 January 2025

Young Professionals Application Day

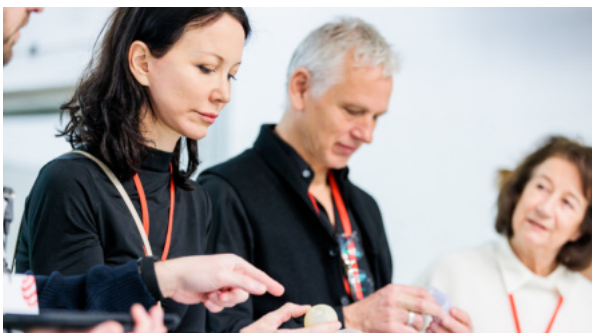
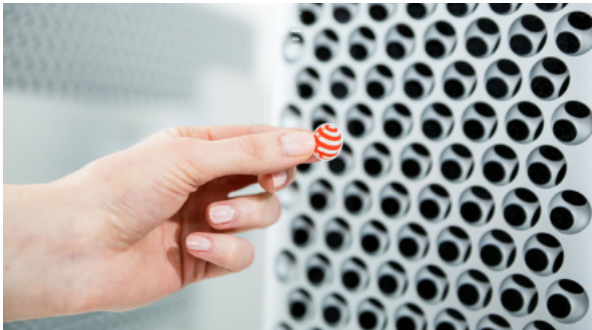
On 27 November 2024, designers who qualified or graduated in the last five years have the opportunity of applying for one of 50 registration places that are free of charge. Should they win an award, the Winner Package "Regular" is also free of charge. Further details on this can be found [here](#).

Evaluation process

In March 2025, the products that have been entered for the competition will be assessed by an international jury which consists of around 40 designers, design professors and specialist journalists from around the world. The products are presented to the judges in their original form and are individually tested, discussed and assessed.

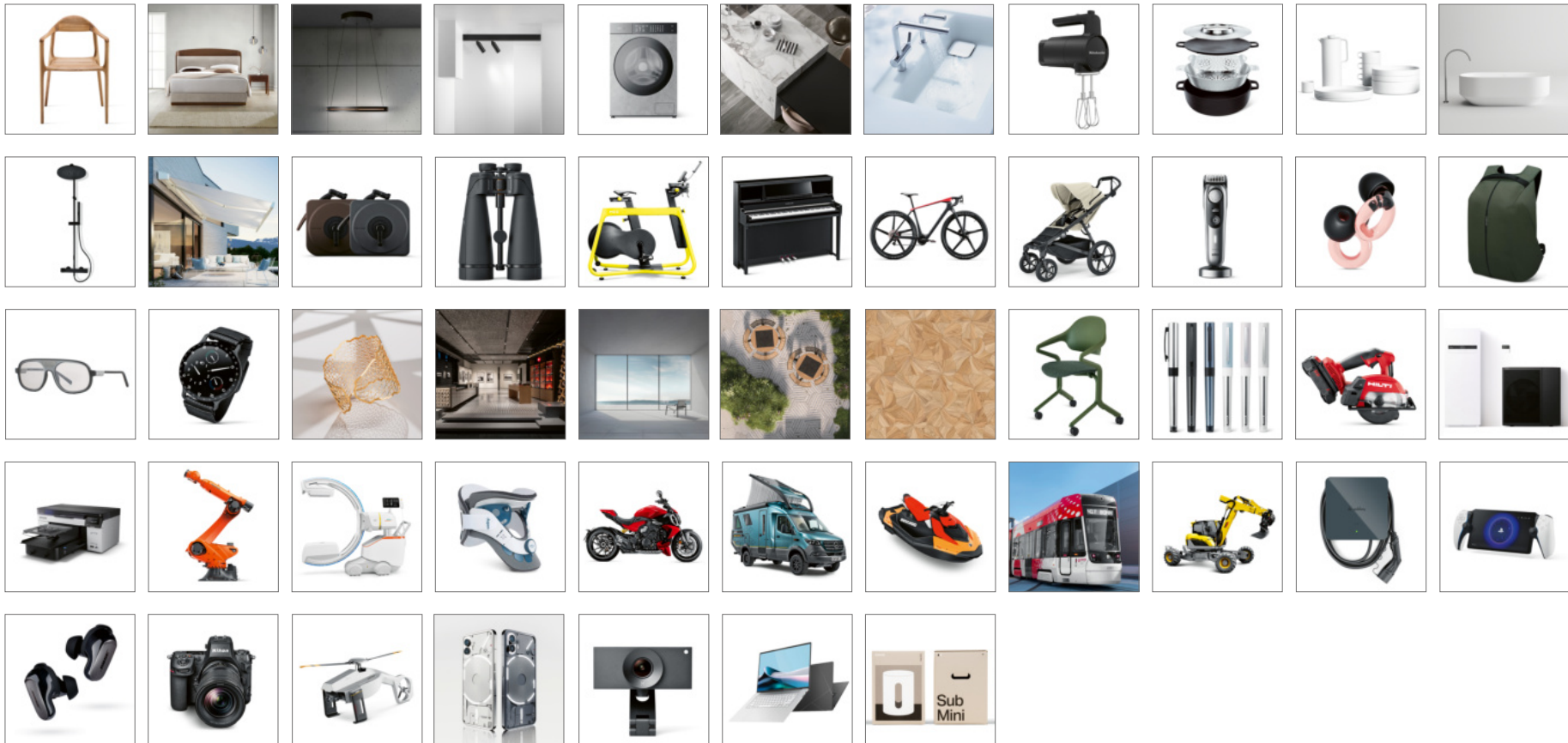
Judging criteria

- Degree of innovation
- Ergonomics
- Product periphery
- Functionality
- Durability
- Self-explanatory quality
- Formal quality
- Ecological compatibility
- Symbolic and emotional content



Categories

There are 51 categories to choose from when entering your product into the competition. These cover the entire product range. You can find a detailed overview of the product categories [here](#).





Metacategories "Sustainable Design" and "Innovative Design"

Once you have registered your products in one of the 51 categories, you can also register them for one of the two metacategories "Sustainable Design" or "Innovative Design".

Evaluation of specific product aspects

There is a more specific focus for assessment in the metacategories. During the jury session, products registered in these groups are first assessed holistically and then evaluated in a second walkthrough with more specific aspects in mind. While the focus of sustainable design is on durability, adaptability, and material and energy efficiency, innovative design, on the other hand, are evaluated by experts based on their degree of innovation. This can be reflected in technical optimisations as well as reimagined forms, new materials or a revolutionary approach to use.

Customised Red Dot Label

Award-winning products in these metacategories will receive a customised winner label which clearly communicates the main focus of the award.



reddot winner 2025
sustainable design



reddot winner 2025
innovative design



reddot winner 2025
best sustainable design



reddot winner 2025
best innovative design

Product series

Product series whose individual components share the same design language can also be entered for the competition. Please note that the product series must be clearly identified as such on the online registration form through the addition of the word "series" in the section for product type.

Product lines and product families are differentiated and defined as follows in the Red Dot Award: Product Design:

Product line

Product lines are product series that differ only in their size, colour or material – for example, smart phones with various display sizes or table lamps in different colours.

Special rules for delivery and presentation

For product lines, it is sufficient if you send us one example from the series. You can illustrate the different versions and particular details with the help of additional digital material (images, videos, PDFs).



Product family

The term product family refers to products that complement each other at the time of sale. That would, for example, include a bathroom furniture range consisting of a washbasin, toilet and tubs.

Special rules for delivery and presentation

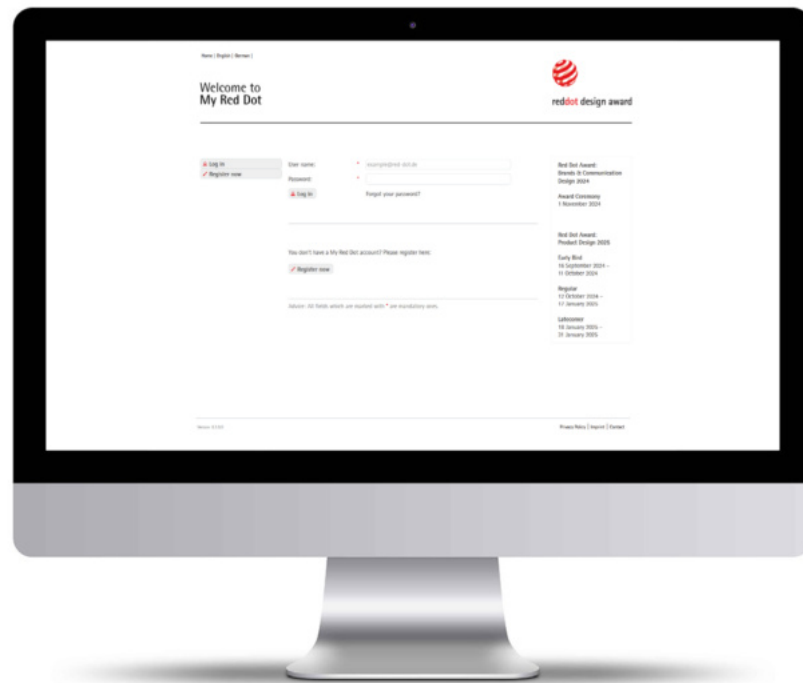
In the case of product families, you should submit a representative selection of a maximum of four products for evaluation. If the range consists of more than four elements, you may also use additional digital material in order to provide a comprehensive overview of the entire product family.



The My Red Dot registration portal

You can only register your product online via the My Red Dot portal. If you do not yet have an account, you can register on the website with your e-mail address. If you already have an account, simply log in with your e-mail address and your password. At the top of the page, there is an option to select the competition for which you want to enter your product or project. Select "Red Dot Award: Product Design". Then click on "Register product" in the left-hand navigation bar.

Follow the steps set out in the digital registration form.



We will communicate with you primarily via e-mail. It is therefore vital that you provide a current personal e-mail address so that you can receive important documents such as the confirmation of registration, invoice and the notification of results without any issues. Please also ensure that our e-mails do not land in your spam folder or get blocked by your mail server.

i Please note: Should you not receive our emails, please add the @red-dot.de domain as a "secure sender" in your e-mail account set-up.

PI-code: The Product Identification Code

At the start of every registration, a personal PI-code (Product Identification Code) is generated. This code is the unique identification number for your submission. Please always quote this PI-code in correspondence to enable easier and faster processing of your enquiry. You can view your PI-code/s at any time in the product overview section in your My Red Dot account.

Example: PI 01-01234-2025PD

Once the registration process has been completed, you will be given a ready-made PI-code label to identify your product. To find out how to label your entry correctly, please see the section "[Preparing your submission for shipment](#)".

- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration

The registration process step-by-step

In order to register a product for the Red Dot Award: Product Design, you must provide information on the product, the manufacturer and the designer that can be used for the jury presentation and potentially also for publication if you obtain an award. You also need to select in what form and with what additional materials and/or documentation the product will be presented to the jury. The registration is considered complete once payment of the entry fees has been made. A detailed overview of the required information and materials/documentation can be found on the following pages.

Product

You must provide the following information under the "product" tab:

Product name

Please provide the product name in English, optionally also in German.

Product type

This is where you need to enter the product type in English, e.g. "Suitcase" If you are submitting a product series, it should be mentioned here, e.g. "Suitcase series". You also have the option of naming the product type in German.

Year of market launch

In accordance with the terms and conditions of entry, you may select the years 2023, 2024 or 2025.

Category and subcategory

The next step is to select the category under which you would like your product to be evaluated on. You also have to choose a suitable subcategory. Should your product not correspond to any of the named subcategories, please just select "Other" at this point.

- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration


Presentation

Under the "Presentation" tab, please indicate how your product will be presented to the jury.

For participation in the Red Dot Award: Product Design, we recommend the product presentation in a hybrid form. This means that you provide us with the original product and also upload digital presentation materials to present your product in the best way possible.

Submission format

This is where you indicate in which format you will provide the product for evaluation. The best possible presentation is guaranteed by submitting an original product. In **exceptional cases**, we will accept a market-ready prototype or digital presentation materials for the jury session.

 **Please note:** In the case of a digital presentation, images of the actual product are mandatory (Proof of Existence).

Size of presentation

At this point, you specify the size of the product or the physical materials to be presented. Precise dimensions (height, width, depth) in millimetres are required to ensure we can plan sufficient presentation room for your product. Presentations that take up more than 3 m² of space will automatically incur an additional fee of 700 euros plus VAT for oversized submissions.


- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration

Digital presentation material

In addition to your original submission, please upload at least 3 product images here.

Additional digital material can help to explain the function and special features of products in greater detail. In addition to your original submission, you can upload video material or product presentations that demonstrate the function of your submission.

Providing digital material is mandatory. It is of particular relevance when submitting product series or prototypes, as this allows the jury to see the product in full extent

 **Please note:** Here you can choose whether the materials can be used exclusively for the judging or, in the case of an award, also for publication online.

The following file formats are permitted for the submission of digital material:

- Up to 10 images as JPG with maximum 10,1 MB
- Up to 5 videos as MP4 or MPG with maximum 1,4 GB, recommended length: 2 minutes
- Up to 5 PDF file with a maximum of 10 pages and with maximum 54,6 MB, 96 dpi

You can furthermore find information on content and preparation of digital presentation material in our [Lookbook](#).

- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration

Printing Data

At this point, please upload printable product images ready for publication, preferably with a white background.

Requirements for image material

- At least 1 and maximum 3 images as JPG or TIFF with 300 dpi
- Resolution of at least 2560 x 1920 pixels

Product description

In addition to the original product, an English-language description of the product is essential for the evaluation. The description text should be between 500 and 1,200 characters including spaces and briefly and concisely describe the function, advantages and innovation of the product. This text will be submitted to the jury. In the event of an award, it will also serve as the basis for all publications. In line with a uniform editorial concept, the texts are adapted for presentation in the yearbook and on the Red Dot website. Examples of these product descriptions and images can be found in the [Winners Section](#) at www.red-dot.org.

i Important advice: Once the registration process has been completed, it is no longer possible to edit or add to the presentation materials or the description. Make sure all materials are complete and accurate **before** completing the application.

- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration

Logistics

In this section you select how you will deliver your product for the judging process and, potentially, how to arrange collection. If you register for delivery of the original product, please note that the product must be delivered already assembled and fully functional.

Type of delivery

Choose your preferred delivery method: either "by post/parcel service/courier" for parcels and smaller packages or "by shipper" for delivery by a professional forwarding agent, for example for pallets or crates.

Type of pick-up

Select here how you will collect your product after the Red Dot Jury Session. If you do not wish your product to be collected, you can also select this here. In this case, the product will be donated by our team to a charity or disposed of free of charge.

Insurance value

Indicate the value of your product in euros for insurance purposes. Please note that we cannot insure your product against damage in transit. You may therefore want to take out transport insurance with your transport service provider.

Details on delivery and collection can be found [here](#).

- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration

Publication

Information about the manufacturer, the designers and the product must be provided for each product. In the event of an award, these will be used for all publications, in the Red Dot Design Yearbook and the Winners Section online at www.red-dot.org. The credits are also used to create the Red Dot Certificates.


Manufacturer credits

Compulsory information includes the company address, the manufacturer's website, as well as a contact name. The contact name will not be published.

Design credits

Here you can name an in-house design team and up to two external design studios. After naming the in-house design team and/or external design studios, you can list up to nine individuals and link them to one of the previously mentioned teams.

Exception: For submission in the category "Interior Architecture and Interior Design" you can only name up to two external design studios and list up to nine individuals.

 **Please note:** In the event that your entry receives an award, you will have a one-time opportunity to confirm the information for publication.

- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration

Payment

The final step of the online registration process is the payment of the entry fees. Only when the payment has been received can your product be presented to the jury. Please provide the following information:

Invoice address

Please enter the address to which the entry fees should be invoiced.

You can select an address from your address book or enter a new address.

Order number

If you require it, you can notify your accounts department of an individual order number to make invoice assignment easier. This information is optional.

Payment options

Payment of your entry fee is made online. The following options are available:


- Credit Card (MasterCard, VISA; American Express)
- PayPal
- ALIPAY
- WeChat Pay

- Product
- Presentation
- Logistics
- Publication
- Payment
- Completion of registration

Completion of registration

Confirmation of registration

After successful completion of the registration process, you will receive an invoice for the entry fees by e-mail, as well as confirmation of registration and documents for shipping your entry.

 **Please note:** Please check your spam folder if you haven't received an immediate confirmation from us.

Once you have received confirmation of registration, you can begin to prepare your product for shipment in the prescribed timeframes. You will find all the relevant information on the following pages.

After completing the registration, the data for your submission can no longer be edited.

Optional registration for a metacategory

Once you have completed registration in one of the 51 categories, you have the option to also register the same product for one of the two metacategories "**Sustainable Design**" or "**Innovative Design**" for an additional entry fee. You can register it directly upon completing registration in the standard category or do so at a later stage before the closing date for entries. Should registration for one of the metacategories be carried out in a later registration phase, the cost for the second registration will be higher.

The presentation to the jury will take place in the same way as the first registration. Therefore, if you are registering for one of the metacategories, you only need to send the product once.

Delivery and pick-up

Sending the original

Once you have successfully registered your product online for the competition, you will need to send us the physical, fully functional and already assembled product, so that the jury can evaluate aspects such as haptics, materials, workmanship and ergonomics.

Please pay attention to the delivery time frame and the [Terms of delivery](#).

Please use suitable packaging that will protect your product throughout the delivery process and can be re-used in the event of collection and return.

Exceptions

Exceptions will be made for very large or difficult to move equipment and machines as well as submissions in the purely digital category "Interior Architecture and Interior Design". These entries can be evaluated based on digital image and video material.

Service of our logistics team

We will accept delivery of your submission and will place it in the best possible position for the judging process.



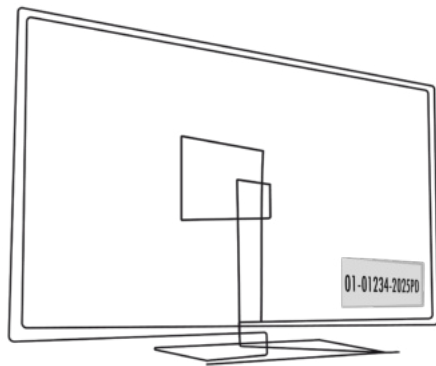
Preparing your submission for shipment

Labelling your entry

To ensure there is no possible room for error when identifying your product, please label it with the PI-code label provided.

PI-code label


When you receive your registration confirmation by e-mail, you will also be sent a unique PI-code label that differs for every product registered. Please attach it to the back of your product, product accessoires, loose elements and to the packaging used for shipment to ensure clear product identification. Please make sure that the label does not detract too much from the appearance of your product. If possible, the label should be easily removable without leaving any residue. This will enable us to showcase your product effectively at the winners exhibition if it wins an award.

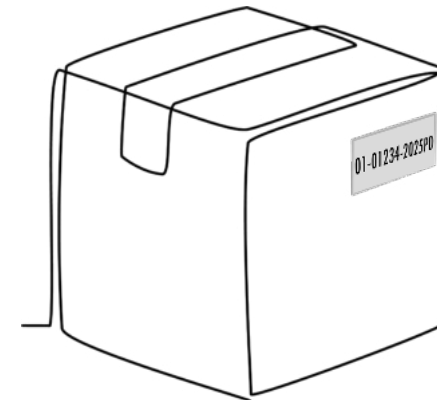


Address label

In addition to attaching the PI-code label/s to the packaging used for shipment, please also attach the address label provided. You will receive this by e-mail at the same time as the registration confirmation and the PI-code label.

Please note that this label is not intended as postage, but just for identification purposes.

 The PI-code and address labels are also available for download in your My Red Dot account.



Terms of delivery

Participants alone are responsible for the shipment and collection of their submissions. All shipments must be shipped freight prepaid and free of charge for the recipient. Shipping costs and any applicable import duties and taxes as well as the costs for transportation insurance must be borne by the participant.

Shipment from non-EU countries

Should your product be shipped from a country outside the EU, it must be placed under the customs procedure "release for free circulation" and delivered according to the rules of the Incoterm[®] DDP (Delivery Duty Paid).

In accordance with Incoterm[®] DDP, you as the shipper, are responsible for all costs and risks associated with this shipment, including responsibility for customs clearance and for payment of import and taxes.

For a smooth inbound handling, please declare your goods by giving the required customs tariff number and use a proforma invoice which gives a description of the content and value of the shipment.

Further information on this matter can be found on the following pages:

Zoll.de
tariffnumber.com

Proforma invoice and shipping documents

For shippings from non EU countries, you may use this [template](#) to create your proforma invoice if your shipping company does not provide one. Please inquire first whether they will provide these documents or if you need to produce them yourself. Please note that additional documentation may be required for customs clearance. Check the import regulations for your product and contact your shipping company.

Dangerous goods: Lithium batteries and chargers

Shipments of products that are considered dangerous goods, such as those containing lithium or other batteries, must comply with dangerous goods regulations. Please be sure to discuss this with your shipper or courier and take all necessary precautions.

Please make sure the delivering company can meet the Delivered Duty Paid (DDP) requirement and can clear customs for you. If you are using a parcel service, we recommend that you have a personal or business account with a reputable parcel service. This will help you clarify any enquiries at customs more quickly.

Red Dot Judging Hall

Accreditation

It is mandatory for all delivery personnel to sign in at the front desk of the Red Dot Judging Hall with the PI-code belonging to the product submission. There, it will be allocated a loading site.

Loading and unloading instructions

Please note that all deliveries and pick-ups must be made at ground level and beyond the first door. To ensure a smooth delivery, we recommend using a vehicle with a tail-lift. Possible aids such as forklift trucks and ramps, must be supplied by you. Please also inform your forwarding agent, as additional costs may be incurred and will be charged to you.

Size and weight restrictions

The entrance doors of the judging hall are 2.28 m wide and 2.20 m high. The ceiling height of the hall is 2.95 m. Please bear this in mind as deliveries exceeding these dimensions cannot be accepted. Should your product exceed 1,000 kg weight, kindly notify our logistics team.

Oversized presentations (> 3 m²)

Should your product require a presentation area of higher than 3 m², we kindly request you to send our logistics department a dimensioned assembly plan for approval by e-mail to logistics@red-dot.de. This will enable us to allow sufficient space for your product presentation.

Wall and ceiling mounted products

Due to the space available, it is not possible to fix products on the wall or ceiling in the Red Dot Judging Hall. Please supply the necessary partition walls, presenters and trade fair displays. Exceptions are made for wall and ceiling lights.

Electrical connections

Technical products must be delivered fully functional so that the jury can test them. Please also include accessories such as remote controls, chargers, adapters, etc. so that it is possible to connect the products to the German power supply system. The following connections can be provided:

- 230 V, 50 Hz, plug-type F [CEE 7/4])
- 16 A, 400 V [5-pole CEE plug]

Delivery address and timings

Your fully assembled product has to be sent to our address by a shipping agent or a parcel delivery service and must be received within the specified timeframe.

Address

Red Dot GmbH & Co. KG
Red Dot Judging Hall
Witzlebenstraße 14
45472 Mülheim an der Ruhr
Germany

Contact

Michael Franke
logistics@red-dot.de
+49 208 37777-87

Cooperating Logistics Partner

For the delivery of your product, you are free to choose any shipping company of your choice, but for a safe and smooth logistics process, we recommend our partner **Pro Messe Service**.

Your contact persons for a non-binding offer:

Christian Kalkbrenner
c.kalkbrenner@pro-messe.de
+49 8271 8014-27

Rebecca Wagner
r.wagner@pro-messe.de
+49 8271 8014-49

Timing for delivery

Delivery

10 February – 28 February 2025
Mon – Fri from 10 a.m. to 4 p.m.

Pick up

14 April – 25 April 2025
Mon – Fri from 10 a.m. to 4 p.m.

 **Please note:** Special delivery times and addresses apply to vehicles registered for category 38 – 42. These can be found on the next page.



Delivery and pick up of cars and motorcycles

Cars and Motorcycles entries (category 38) should not be delivered to the Red Dot Judging Hall, but should be brought to our test track at Mülheim Airport with a full tank and/or fully charged:

Address

Essen/Mülheim Airport
Red Dot Award: Product Design 2025
Brunshofstraße 3
45470 Mülheim an der Ruhr
Germany

Contact

Red Dot team
vehicles@red-dot.de
+49 201 838885-60

Delivery

21 March 2025
from 6 a.m. to 8 a.m.

Pick up

21 March 2025
at 5 p.m.



Delivery and pick up of caravans, commercial vehicles, boats and trains

Caravans, commercial vehicles, boats and trains (categories 39 – 42) will be presented and evaluated at the Red Dot Judging Hall.

Address

Red Dot GmbH & Co. KG
Red Dot Judging Hall
Witzlebenstraße 14
45472 Mülheim an der Ruhr
Germany

Contact

Red Dot Team
vehicles@red-dot.de
+49 201 838885-60

Delivery

21 March 2025
from 6 a.m. to 8 a.m.


Pick up

21 March 2025
at 5 p.m.

Further information, detailed directions as well as the conditions for accreditation and access will be included with your registration confirmation by e-mail.

Collection of your product

During registration, you indicate whether you would like to pick up your product after judging.

 **Please note:** Collection dates vary depending on whether or not your product has won an award.

You are responsible for organising the collection of your product by a shipping agent or parcel service of your choice and at your own expense and in the given time frames. To ensure a smooth process, please notify us at least one day in advance and provide shipping documents via e-mail if necessary. Products can only be handed over after stating the PI-code. It is therefore essential that you pass on this PI-code to the person or company collecting the products.

Storage of award-winning products

Award-winning products will be stored on site until the start of the winners exhibition and will then be displayed at the Red Dot Design Museum Essen for about a year. The products will be available for collection in the fall of 2026, unless your product is considered for other exhibitions and museums of Red Dot.

Collection of non-awarded products

Please collect your product within the specified timings and note that your product can only be returned within the stated timeframe. If your product is not collected on time, it will be disposed of or donated.

Products that cannot be displayed in the winners exhibition at the Red Dot Design Museum Essen due to their size or other reasons should be collected on the specified dates and may, if necessary, be requested again in advance of the special exhibition.

Due to limited storage space, not all packaging materials can be stored on site. Therefore, in few cases, your product may not be returned in its original packaging.

Address

Red Dot GmbH & Co KG
Red Dot Judging Hall
Witzlebenstraße 14
45472 Mülheim an der Ruhr
Germany

Contact

Michael Franke
logistics@red-dot.de
+49 208 37777-87

Timing for collection

14 April - 25 April 2025
Mon - Fri from 10 a.m. to 4 p.m

The results have been announced. What happens next?

Notification of results

You will receive your personal notification of results by e-mail at the beginning of April 2025.

Your product has won an award

Booking the Winner Package

If your product has won an award, the Red Dot Team will promptly get in touch with you to assist you with the booking of your Winner Package. Booking is mandatory and has to be carried out within a week of the notification of results. All the benefits that you acquire with the booking of the Winner Package are explained on the following page.

Red Dot Gala

The Red Dot Gala in the Aalto Theater Essen, followed by the Designers' Night in the Red Dot Design Museum in Essen, will take place on 8 July 2025. Tickets for the event may be booked in Spring 2025. Please note that the number of tickets is limited and there is no option to reserve them in advance.

Your product has not won an award

If your entry did not receive an award, please do not be discouraged. Next year you can enter with new products and take your chance to win an award.

The pick-up information and times chosen during registration will apply. If you would like to have your product disposed of free of charge at a later date, please let us know in writing, quoting the PI-code, to logistics@red-dot.de.

Winners' Benefits

Your product winning a Red Dot will mark the beginning of a whole range of PR and marketing measures.

Red Dot winner label

Make the most of the internationally renowned Red Dot Label for your award-winning products. There is no embargo on communication from our side. You may therefore immediately and directly inform the world of your success as soon as you have booked the Winner Package. You can see [here](#) to what extent you are permitted to use the winner label and for what forms of communication you may need to acquire additional licences.



reddot winner 2025



**reddot winner 2025
best of the best**

Certificates

You will receive a personal certificate in duplicate which functions as the official certificate for the award in all communications. The certificates will be handed out at the awarding ceremony in Essen in July 2025 or sent to you by post afterwards.

Red Dot Trophy

Only Red Dot: Best of the Best winners will receive a Red Dot Trophy in addition to the Red Dot Certificates.



Yearbook

The four-volume Red Dot Design Yearbook presents all the award-winning products. It also presents the creators behind the year's best products and the Red Dot: Design Team of the Year. On request, we will send you a complimentary copy of the Red Dot Design Yearbook 2025/26 by post in autumn 2025.

Online exhibition

Award-winning products will be presented in the Winners Section on the Red Dot website on 8 July 2025.

Exhibitions

Award-winning products will be displayed to a wide audience in our international exhibitions.

Costs and payment

Registration fees

Early Bird

Period

16 September 2024 - 11 October 2024 470 euros

Regular

Period

12 October 2024 - 17 January 2025 690 euros

Latecomer

Period

18 January 2025 - 31 January 2025 890 euros

Additional fee

For oversized entries (> 3 m²) 700 euros

Payment

The entry fees and the Winner Package can be paid online by credit card (VISA, MasterCard, American Express), via PayPal, ALIPAY or WeChat Pay.

Invoice

An invoice will be sent to you by e-mail immediately after payment.

Costs in the event of winning an award

The costs for the mandatory Winner Package vary depending on the type of distinction and the exhibition space required for your product presentation.

Red Dot

Red Dot Regular from 4,900 euros


Red Dot Bold from 8,900 euros

Red Dot: Best of the Best

Red Dot: Best of the Best Regular from 7,500 euros

Red Dot: Best of the Best Bold from 12,800 euros

[Here](#) you will find details on the fees and services for the Winner Package.

 All prices shown plus VAT.

Contact and FAQ

If you should have any further questions, we suggest looking at the [FAQs](#) on our website.

Our team is also here to support you if you have specific questions concerning registration and participation in the Red Dot Award: Product Design 2025.

Participation & registration

Red Dot Team
pd@red-dot.de
+49 201 838885-45

Delivery & logistics

Michael Franke
logistics@red-dot.de
+49 208 37777-87

We look forward to an exciting jury session and wish you every success in the Red Dot Award: Product Design 2025!

