

Dr. Georg Triebe Innovation Award 2008

HOBART's PREMAX Technology wins Innovation Award - again

Offenburg (Germany), 24 June 2008 – For the 2nd time in a row, world-leading dishwasher manufacturer HOBART wins this prestigious award for their innovative PREMAX Technology. Silvio Koch, HOBART's sales and marketing director, accepted the award on the occasion of the 25th symposium of the German Association of Designers for the Restaurant, Hotel and Catering Business at Berlin on 13th June 2008.

This association (simply "VdF" in German) is the professional association of German designers specialising in the design and planning of functional gastronomic premises. Their Innovation Award, named after Dr. Georg Triebe, is being presented every three years. There are three award categories: product innovation, efficiency & environment, and systems innovation.

And again, the 14-member jury showed themselves impressed by the latest improvements proposed by this innovation leader from Offenburg (Germany). The award in the product innovation category is yet another indicator that goes to show how HOBART leads the field in the commercial dishwasher business. Says HOBART director Silvio Koch: "We are proud, of course, that we are the only dishwasher manufacturer this jury of experts deemed worthy of a prize. We take it as a confirmation that we're on the right way with our innovation strategy".

In fact, HOBART's award-winning PREMAX FTP pass-through dishwasher heralds the beginning of a new era. It is the only machine on the market that can save up to 50 % of water, up to 30 % of power and up to 80 % of detergent. What is more, the reduction in power consumption can help to reduce CO₂ emissions significantly. That means the PREMAX FTP does not only help to curb operating costs. It makes a real environmental difference.

It is HOBART's contribution to a more efficient use of scarce resources and to protect our environment. "We're already working on brand-new technologies that will make dishwashers even more efficient. Because we believe we do have a responsibility towards our customers and the environment", says Silvio Koch.

As a matter of fact, the Dr. Georg Triebe Innovation Award 2008 is only the latest addition to an already impressive list of honours HOBART has received since the launch of the PREMAX technology. For instance: inclusion on Lothar Späth's "Top 100" list of Germany's most innovative companies, Federal President Horst Köhler's invitation to join in the "Week of the Environment", FCSI European Award, "Gastro" Innovation Award, Seatrade Insider Cruise Award (cruise business), Mercury Award (airline catering), "Küche Award Technik".