



**Press Release, April 2016**

## **PANAMA take five Automatic Watch Earns Highest Distinction with Red Dot Award: Product Design 2016**

One of this year's outstanding products, the PANAMA take five timepiece by Spessart-based watch company Rainer Brand has been recognized by the Red Dot jury with its coveted Red Dot: Best of the Best award. In 2016 this highest single distinction will go to a mere 1.5% of all entries within the international competition. Manufacturers and designers from 57 countries nominated some 5,200 products for recognition. The PANAMA take five model and its unsurpassed quality of design made a compelling impression on the jury and give new assurance to Rainer Brand's position among the global leaders in product design.

The Red Dot Award's independent panel of experts – consisting of 41 respected designers, professors of design and industry journalists – acts as the jury and judges each individual entry according to such criteria as degree of innovation, formal quality, functionality and environmental compatibility. The jury confers its highest single distinction – Red Dot: Best of the Best – for design that is genuinely trailblazing. Only the best within a given category receive this honor.

Professor Dr. Peter Zec, founder and president of the Red Dot Award: "With their extraordinary feel for creativity and keen eye for unmatched precision, the Red Dot: Best of the Best laureates deserve this highest recognition."

"Naturally, we are delighted about this award, and with it see yet another affirmation of our ambition of creating and constructing a combination of the most-advanced mechanics and what is timelessly elegant design," announced Rainer Brand. This new automatic watch has much more to offer besides its unassuming aesthetics and clear design. Thanks to an in-house movement with two barrels, the PANAMA take five ticks a full five days long, making it the first automatic watch in Germany to offer so remarkable a power reserve. The mechanics and workmanship bear witness to the commitment to quality that comes with the Rainer Brand name. To cite a few details: The glass is domed sapphire crystal with a colorless, hard anti-reflective coating. Revealing sapphire crystal also graces the case back, while the case itself is stainless steel with both polished and satin-finished segments. A special plasma nitriding process gives the bezel a vickers hardness of more than 1000 making it four times harder than the classic stainless steel used in watchmaking.



RB 14 SA1  
Pure white dial  
black printing



RB 14 SC2  
Jet black dial  
white printing



RBTT01  
Automatic movement  
with two barrels



**red**dot design award  
best of the best 2016

### About Rainer Brand

Although all of Germany is familiar with the Spessart Forest, only the insider knows that this is where exquisite mechanical watches are manufactured. It was here in 1992 in the midst of the wide loop formed by the River Main (known as the Mainviereck) that master watchmaker Rainer Brand began building what has since become a distinguished watch brand.

An early understanding and appreciation of quality and workmanship have defined Rainer Brand since the 1980s and shape his work to this very day. The house of Rainer Brand strives for perfection, delights in aesthetics, and values flawless attention to detail. The owl as trademark reflects the company's virtues of wisdom, quiet demeanor, and a deep and abiding bond with nature. Sustainability is no byword for this family business, but the reality it lives every hour – and that successfully for more than 20 years with no subsidies of any kind.

## **About the Red Dot Design Award**

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design, and Red Dot Award: Design Concept. The Red Dot Award is organized by the Design Zentrum Nordrhein Westfalen in Essen, Germany. With more than 17,000 entries in 2015 alone, it is one of the largest competitions in the world. It was in 1955 that a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after "Red Dot" is the revered international seal of outstanding design quality. Further information: [www.red-dot.org](http://www.red-dot.org).

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