



Press Release

ebm-papst receives design and marketing awards for AxiBlade fan

The Jury Loved this Fan

The AxiBlade axial fan from ebm-papst has received the 2017 iF Design Award in the “Product” category. The accompanying marketing campaign won gold at the 2017 German Stevie Awards and was named “Market Launch Campaign of the Year”.

ebm-papst developed AxiBlade especially for use in evaporators, condensers or heat exchangers that are integrated into ventilation, refrigeration, and air conditioning systems. Thanks to their modular concept and GreenTech EC technology, the fans function with an optimum efficiency of up to 54% in a wide variety of applications.

AxiBlade makes an excellent impression on the iF Design Award jury

At the renowned iF Design Awards, AxiBlade received an award in the “Product” category. The fan’s design features a compact, clear, technical form and stands for premium technology, production processes and design. “We are happy that in addition to its outstanding performance values, our fan has been recognized for its outstanding design. After all, design has a brand-building function that contributes to a company’s identity,” said Dr. Bruno Lindl, Managing Director of Research and Development at the ebm-papst Group. “In an environment in which the competition is increasing, technological added value must be visible. This is why our products look both professional and valuable.”

Considered one of the world’s most important design awards, the iF Design Award has stood for extraordinary design for over 60 years. Awards are given in the product, packaging, communication and service design, architecture and interior design categories. The 2017 iF Design Award received over 5,500 submissions from 59 countries. The jury consisted of 58 independent experts from around the globe.

AxiBlade is “Market Launch of the Year”

“Yes! Your ebm-papst solution: AxiBlade,” the comprehensive accompanying marketing campaign, won the gold award in the German Stevie Award’s “Market Launch of the Year” category. The jury supported its decision with the words “harmoniously orchestrated communication, also and above all for the use of new technology, virtual reality and the moving image.”

The German Stevie Awards competition has taken place since 2015 and is part of the international Stevie Awards program, which is one of the most highly coveted international business awards. Each year, the organization receives over 10,000 submissions from businesses and organizations in more than 60 countries. The awards recognize outstanding performance in the world of business around the globe. This year, only 300 submissions were accepted in Germany.

Katrin Lindner
Trade press coordinator
Phone: +49 7938 81-7006
Fax: +49 7938 81-97006
Katrin.Lindner@de.ebmpapst.com

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Press office contact
ebm-papst Group

Phone: +49-7938-81-7105
presse@de.ebmpapst.com
twitter.com/ebmpapst_NEWS
facebook.com/ebmpapstFANS
youtube.com/ebmpapstDE
www.ebmpapst.com
www.greentech.info/ec-technologie



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Press office contact
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Phone: +49-7938-81-7105
presse@de.ebmpapst.com
twitter.com/ebmpapst_NEWS
facebook.com/ebmpapstFANS
youtube.com/ebmpapstDE
www.ebmpapst.com
www.greentech.info/ec-technologie



The AxiBlade axial fan from ebm-papst won an IF Design Award and the accompanying campaign was honored as the "Market Launch of the Year."

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About ebm-papst

The ebm-papst Group is the world's leading manufacturer of fans and motors. Since it was founded, the technology company has continuously set global market standards. Developments have ranged from electronically controlled EC fans, through aerodynamic improvements of fan blades, on to the resource-conserving selection of materials, with sustainable materials being just one option.

In fiscal year 2015/16, the company achieved sales of almost €1.7 billion. ebm-papst employs approximately 13,000 people at 25 production sites (in Germany, China, the United States and elsewhere) and in 49 sales offices worldwide. Fans and motors from the global market leader can be found in many industries, including ventilation, air conditioning and refrigeration, household appliances, heating, automobiles and drive engineering.