

# GIRA

## Gira wins German Innovation Award

### A hat trick of awards

*Radevormwald, 28 August 2018.* "The German Innovation Award honours innovations that are not only novel, but demonstrably generate added value for the user. Even when it come to details of an overall solution, the focus must be on radically centring the user, and thereby the human individual." This is how the German Design Council describes the notion of innovation that it has taken as the basis for the German Innovation Award introduced in 2018. 650 products were in contention for this first presentation of the new award. Gira Giersiepen GmbH & Co. KG ([www.gira.com](http://www.gira.com)) from Radevormwald scored a perfect hat trick, with the independent panel of experts choosing three of the building technology specialist's products as winners: the Gira X1 app, and both the Gira E2 design line's stainless steel variant and plastic variant for flat installation. The Gira solutions had been entered in the "Building & Elements" category of the "Excellence in Business to Business" competition class.

#### The "right mix"

"We are, of course, absolutely delighted to have won three awards at once," commented Hans-Jörg Müller, Head of Product and Design at Gira. "This confirms our approach of focussing the development of our solutions on how we can create benefits and attractive added value for our various target groups – electricians, architects, and end users." According to Müller, Gira's innovations are successful especially when they embody "the right mix of good craftsmanship, useful innovative functions, durability, and a good formal design." "Therefore, awards like these are also always a great incentive for us at Gira to consistently prioritize the downstream users and their needs when developing our innovations."

The jury of the German Innovation Award assessed the submitted products based on a number of criteria, including user benefit, degree of innovation, and cost effectiveness. They also looked at sustainability aspects, quality,

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and functionality. The jury's statement shows, for example, that the judges were particularly impressed by the user-friendliness of the Gira X1 app's interface, as well as its adaptation and customisation options. In turn, the stainless steel variant of the Gira E2 design line scored points with the judges both for its winning combination of pared-down design, functional materials, and intelligent technology, and for its use of stainless steel as genuine material, with its special properties. In the case of the flat variant of the Gira E2 design line, the panel of judges responded particularly positively to the product's low installation depth and harmonious interaction with a wide variety of architectural styles.

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#### Picture captions

Successful debut: 650 products were in contention for the German Innovation Award, which was launched in 2018. Three awards went to solutions by Gira, a company based in Radevormwald. (Photo: Martin Diepold/German Design Council; logo: German Design Council)

[\[180828\\_Gira\\_German Innovation Award\\_01.jpg and 180828\\_German Innovation Award\\_Logo\\_quer.jpg\]](#)

Award-winning innovation from Germany's Bergisches Land region: The outstanding usability of the Gira X1 app's interface earned it a German Innovation Award 2018 from the expert jury. (Photo: Gira)

[\[180828\\_Gira\\_German Innovation Award\\_02.jpg\]](#)

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#### About the German Design Council

The German Innovation Award was initiated and implemented by the German Design Council, which was itself established in 1953 by the Federation of German Industries as a result of a resolution by the Bundestag (the German federal parliament). For more than 65 years now, the German Design Council has been pursuing its goal of fostering the competitiveness of German companies. With its competitions, exhibitions, conferences,

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seminars, and publications, the Design Council provides a vital contribution to the transfer of knowledge concerning all aspects of design, innovation, and branding. At present, the German Design Council's members constitute more than 300 German and international companies, which collectively employ more than three million people.

## About Gira

Radevormwald-based company Gira Giersiepen GmbH & Co. KG ([www.gira.com](http://www.gira.com)) is one of the leading full-range suppliers of intelligent system solutions for electrical and networked digital building control. The family-owned company and its many developments have helped to shape the world of electrical systems and building management since it was founded in the summer of 1905. Right from the start, Gira's many innovations – such as the Gira HomeServer – have made it one of the most influential players in the development of networked smart building systems and in the digitalisation of buildings. Gira products and solutions stand for German engineering expertise, reliable 'Made in Germany' quality, sustainable production processes, environmentally friendly and resource-efficient operations and perfection in form and function. But, most importantly, they make people's lives a little more easy, convenient and secure. It is no coincidence that the switches and the control, communication and safety systems by Gira are now used in some 40 countries, including in the Elbphilharmonie (Hamburg's philharmonic concert hall), the Olympic stadium in Kiev, the Design Museum in London, and the Banyan Tree Hotel in Shanghai. Thanks to its extensive expertise in plastics technology, Gira now also manufactures complex plastic system products for the medical technology sector. The Gira group also includes its subsidiary Stettler Kunststofftechnik in Untersteinach, near Bamberg, and shareholdings in Insta Elektro in Lüdenscheid, the software firm ISE in Oldenburg and the start-up firm Senic in Berlin. Together, around 1,700 employees generate an annual turnover of more than €330 million.

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Further information: **Gira Corporate Communications**  
-Press office-  
Communication consortium  
Dr Carsten Tessmer  
Tel.: +49 40 2800 6583  
[gira@kommunikationskonsortium.com](mailto:gira@kommunikationskonsortium.com)

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Andreas Finke  
Tel.: +49(0) 2195 602 588  
[andreas.finke@gira.de](mailto:andreas.finke@gira.de)

More information about the company and intelligent building technology by  
Gira can also be found at:

[www.gira.com](http://www.gira.com)