

06.09.2022



reddot winner 2022  
interface design



SIG'S INNOVATIVE USER INTERFACE RECEIVES ANOTHER WORLD-RENOWNED ACCOLADE

## SIG CRUISER wins a coveted Red Dot Award for Interface Design

SIG's innovative and highly intuitive user interface (Human Machine Interface – HMI) SIG CRUISER has been awarded another top design award – the Red Dot Award Brands & Communication Design 2022 in the interface design category. The Red Dot Award is one of the largest and most prestigious design competitions worldwide.

The jury was highly impressed by the outstanding design and creativity of SIG's innovative user interface, which was developed for SIG's next-generation filling technology, in partnership with HMI Project GmbH. SIG CRUISER also recently won a world-renowned iF DESIGN AWARD 2022 Gold in the User Interface category.

The Red Dot Label has established itself internationally as one of the most coveted seals of quality

for good design. The 24-member jury of international experts meticulously evaluate brands and works of communication design on criteria such as originality & creativity, design quality & innovation, as well as comprehensibility & emotionality. Winners, including the team from SIG and HMI Project, will be honoured on 28 October 2022 at the Red Dot Gala & Designers' Night in Berlin.

*Dr Peter Zec, Founder and CEO of Red Dot, commented on this year's competition: "Our awards this year show just what good communication design can achieve – from recognising complex problems and transforming these into solutions, to presenting multi-layered information in an easy-to-understand and accessible way."*

SIG CRUISER enables food and beverage manufacturers to get the most out of filling units to reduce the risk of downtime and to connect, automate and monitor lines. In today's competitive environment, businesses are under pressure to increase output, improve margins and optimise assets. SIG CRUISER provides consistency along the filling line, from shop floor to top floor, and ensures fast reaction times and convenience for both the single machine operator and a service team.

*Michael Schaaf, Team Leader HMI & Transformation Engineering at SIG: "We are again super proud that SIG CRUISER stood out and convinced another expert jury. Red Dot is a top accolade for us and our partner HMI Project, especially as it's independently judged by internationally-recognised experts. In today's competitive environment our highly intuitive user interface enables our customers to easily set their complete production process to make life much easier for the operator, while reducing the need for training significantly. SIG CRUISER operates the entire filling line end-to-end, showing necessary information in an intuitive way."*

### **About SIG**

SIG is a leading packaging solutions provider for a more sustainable world. With our unique portfolio of aseptic carton, bag-in-box, and spouted pouch we work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Our technology and outstanding innovation capabilities enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers. Sustainability is integral to our business and we are going Way Beyond Good to create a net positive food packaging system. Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 8,400 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 100 countries. In 2021, SIG produced 48 billion packs and generated €2.7 billion in revenue (incl. Scholle IPN and Evergreen Asia unaudited revenue). SIG has an AA ESG rating by MSCI, a 13.4 (low risk) score by Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit [www.sig.biz](http://www.sig.biz)

For insights into trends that drive the food and beverage industry, visit our SIGnals blog: <https://www.sig.biz/signals/en>

**PICTURE CAPTION:**

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**Photo: SIG**

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