

## IF Design Award to the new Lavazza Firma coffee machines designed by Pininfarina

Turin, March 29 2018 – The **iF Design Award**, among the most prestigious design competitions in the world, honors **Lavazza** and **Pininfarina** for the design of the automatic systems. The new products of the **Firma family** - **Inovy/Inovy & Milk**, **Inovy Compact/Elogy** – specific for the OCS, received the prestigious award in the category “kitchen”.



 Inovy / Inovy Milk



 Inovy Compact / Elogy

Each year, the iF Design Award is assigned by a group of top names in design in the course of the competition organized by the International Forum Design GmbH, historic independent German design organization, located in Hannover. The award is considered as a symbol of **design excellence** around the world, a real

mark of quality, result of a hard competition that, this year, welcomed over 6,000 submissions from 54 countries.

Firma represents the new Lavazza proposal for the OCS channel; new models characterized by compactness, high performances and Made in Italy design, for those desiring to bring the excellence of Lavazza coffee in all the spaces.

*“Lavazza stands always out for the innovation and high quality of its products. The ones awarded by the IF Design Award were renewed in design and technical performances, keeping in mind the segmentation of the product according to the customer’s needs. Our goal is to continue investing on the Firma system for the OCS channel, enlarging it also to other strategic geographies. The IF Design Award will be an important introduction on the international markets”* comments **Pietro Mazzà**, Head of Home&OCS/Vending Marketing Lavazza.

*“The award assigned represents a further recognition of the excellence of the collaboration between Lavazza and Pininfarina”* affirms **Paolo Pininfarina**, Chairman of the Group. *“A partnership lasting over 20 years and that gave life to projects become icons of style”*.