

# PIVOTAL™

**ERGONOMICS IN MOTION**

## **Press release**

March 30, 2015

### **Pivotal receives the Red Dot Award 2015: Soft Case awarded for design quality**

Richmond, Va. – The Soft Case gear bag from Pivotal won over the 38-member jury of the Red Dot Award: Product Design 2015. With its innovative PIVOT-GRIP handle, Pivotal proved its design excellence in the most important competition for product design, which is celebrating its 60th anniversary this year.

The international experts discussed and assessed each of the 4,928 entries from 56 countries. But only the designs that won over the jury with their quality and innovative power were given an award. The Soft Case gear bag from Pivotal succeeded in convincing the jury members, deservedly winning the sought-after Red Dot seal of quality.



**reddot award 2015**  
winner

Throughout the world and across different industries, Red Dot is seen as the award for high design quality. The international Red Dot jury bestows the sought-after seal of quality only to those products that stand out clearly from comparable entries thanks to their excellent design.

The award winning Soft Case gear bag features the patented PIVOT-GRIP handle designed by Pivotal's CEO, Leighton Klevana. The innovative handle was constructed to take stress and strain off of the wrist and arm when pulling luggage by rotating 360 degrees, providing effortless maneuverability. The Soft Case also features a main compartment that offers a divider support system, two large all-terrain wheels and the bag will fold flat for compact storage. Visit [www.pivotalgear.com](http://www.pivotalgear.com) to view all six available colors.

Professor Dr Peter Zec, Founder and CEO of the Red Dot Award: "For 60 years, the most-respected design experts have been convening every year in Essen, Germany to seek out the best designs. This year we had a record number of almost 5,000 entries – a huge amount of work for our jury members, who assessed each individual product, and a special value of the distinction due to the high standard. The laureates of the Red Dot Award: Product Design 2015 have demonstrated exceptionally high achievements and have thus been deservedly successful in the world's largest design competition."

### **Red Dot Design Museum Essen**

With roughly 2,000 exhibits over 4,000 square metres, the Red Dot Design Museum presents the world's largest exhibition of contemporary design. The successful entries in the Red Dot Award: Product Design 2015 will be shown from 29 June to 26 July 2015 in an impressive special exhibition in the midst of the historical industrial architecture of the Zollverein World Heritage site. In "Design on Stage", visitors will experience the current top achievements up close and personal, because this hands-on exhibition expressly encourages visitors to touch and try out the exhibits. In this way, fans of

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design can find out about the trends in international product design and see for themselves the good quality of the Soft Case gear bag from Pivotal.

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### **About the Red Dot Award:**

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept.

The Red Dot Award was created by Design Zentrum Nordrhein Westfalen and with around 17,000 entries each year is one of the best-respected design competitions in the world. In 2015, it is celebrating its 60th anniversary: It was in 1955 that a jury convened for the first time to assess the best designs of the day. The sought-after award, the “Red Dot”, is the revered international seal of outstanding design quality.

Award-winning designers, manufacturers and agencies use the Red Dot winner label and receive numerous other winners’ privileges, such as the presentation of the award-winning product on Red Dot Online, in the Red Dot Design Yearbook, the Red Dot App and on Red Dot 21. Additionally, the winning products are communicated in the international PR activities of Red Dot and exhibited in the Red Dot Design Museum Essen for a whole year.

More information is available at [www.red-dot.org/press](http://www.red-dot.org/press).

### **About Pivotal:**

Founded in 2013, Pivotal offers a line of luggage and gear bags featuring unique ergonomic handles designed for convenience and comfort. Dynamic Brands is the parent company of Pivotal and is located in Richmond, Va. In addition to Pivotal, Dynamic Brands portfolio also includes Bag Boy®, Burton®, Datrek®, Devant Sport Towels®, Riksha® and Sir Christopher Hatton®. For more information on Pivotal visit [www.pivotalgear.com](http://www.pivotalgear.com).

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