



reddot winner 2021

RED DOT AWARD  
WINNER

PRODUCT  
design 2021

THE ACTIVITY BLANKET TINY FARMER IS OUTSTANDING

## LÄSSIG RECEIVES RED DOT FOR HIGH DESIGN QUALITY

Babenhhausen, Germany, April 19, 2021 – The TINY FARMER Activity Blanket from LÄSSIG has successfully prevailed over top-class competitors at the Red Dot Design Award, winning the coveted award in the Product Design 2021 category. A real accolade as the international jury of experts only awards prizes to products that impress with their high design quality and are outstanding in terms of aesthetics and functionality. With around 18,000 entries, the Red Dot Award is one of the largest design competitions in the world.

“We are very pleased to receive the Red Dot Award. To hold one’s own in such a strong field of participants and to convince the 50-strong panel of experts is not easy. With the Activity Blanket, we focused on a product with four possible applications that is both gender-neutral and trend-independent, blends harmoniously into modern interiors of young families, and is resource-friendly, easy to care for and durable,” explains Claudia Lässig, Managing Director of the Lässig GmbH. Together with Stefan Lässig and Karin Heinrich, she runs the 15-year-old family business.

### Award Winner 2021: The TINY FARMER Activity Blanket from LÄSSIG

Modern, multifunctional, sustainable: Due to the innovative 4 in 1 function, the cuddly play and crawl blanket TINY FARMER from LÄSSIG is a real all-rounder that delights babies, children and parents alike. While the cozy lying surface invites day dreaming, exciting appliqués promote the sense of touch, sight and hearing as well as the fine motor skills of the young world discoverers.

Especially practical: The blanket can be used in a variety of ways. Initially as a baby-friendly surface to lie on, later as a play and crawling blanket and finally it can be folded and converted into a storage box. In this way, it adapts flexibly to the different ages and stages of development of a child, while in every respect complying with the sustainability concept that is the focus of all LÄSSIG products.

Another plus point: Thanks to its bright, natural design, the Activity Blanket blends harmoniously into any modern interior. It not only looks great, but it is also suitable for everyday use. High-quality organic and recycled materials and careful processing make the blanket particularly easy to care for.



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#### ABOUT THE RED DOT DESIGN AWARD

The Red Dot Award is divided into three disciplines, Product Design, Brands & Communication Design and Design Concept. It is an internationally highly esteemed seal for outstanding design quality. From June 21, 2021, the Activity Blanket from LÄSSIG will be on display in the Online exhibition on the Red Dot website. This day also marks the start of the Red Dot Design Week, which digitally honors all 2021 award winners.

Further information can be found at: [www.red-dot.de](http://www.red-dot.de)

#### ABOUT LÄSSIG

The LÄSSIG brand from Babenhausen, in Hessen, Germany, offers high-quality, sustainable, stylish, and functional fashion as well as lifestyle products for babies, children and parents. They are created with a great deal of attention to detail while meeting the demands of modern, active, environmentally conscious families. All the styles inspire with a contemporary eco design and impress with many great features that make everyday family life easier for babies, children, and parents, as they grow with the needs of individual family members.

Founded in 2006, the LÄSSIG brand is now represented in over 50 countries and shows that profitability, humanity and sustainability are not mutually exclusive in an innovative company.