



## Press Release

### Bekum's new machine design "Concept 808" celebrate 3 Award wins in 2021/22

Rat für Formgebung - German Design Council crowns the new machine design "Concept 808" with the German Design Award in the "Excellent Product Design Industry" category

<https://www.german-design-award.com/en/the-winners/gallery/detail/39751-bekum-blasformmaschine-concept-808.html>

The Chicago Athenaeum: Museum of Architecture and Design crowns the new machine design "Concept 808" with the Good Design® Award

<https://www.chi-athenaeum.org/good-design-industrial-2020/2020/12/18/concept808-2018-2019/>

iF International Forum Design GmbH is known for outstanding design and social engagement and awarded us with the Design Award

<https://ifdesign.com/en/winner-ranking/project/concept-808/314830>

The new machine design not only brings a good look. Many new user-friendly features as well as performance-enhancing technological and energy-efficient refinements were developed for a new generation of machines and presented for the first time at the K2019 trade fair in Düsseldorf in the "CUT" machine design.

"The new machine design conveys our goal of being the benchmark in blow moulding technology," concludes Michael Mehnert, Managing Partner of Bekum.

Berlin | Deutschland

Trismauer | Österreich

Williamston | USA

Bekum Maschinenfabriken GmbH  
Kitzingstraße 15/19 • 12277 Berlin • Deutschland  
Tel.: +49 (0)30 7490-0 • Fax: +49 (0)30 7490-2441  
E-Mail: [sales@bekum.de](mailto:sales@bekum.de) • [www.bekum.com](http://www.bekum.com)

Geschäftsführer:  
Gottfried Mehnert  
Dipl.-Ing. Michael Mehnert  
Ust.-Id.-Nr.: DE136701335

Deutsche Bank AG, Filiale Berlin  
BIC DEUTDE33XXX  
IBAN: DE55 1007 0000 0386 9500 00  
Amtsgericht Charlottenburg, 92 HRB 3533



## **Berlin (D), 01.12.2021: Bekum wins at the German Design Awards 2022**

The German Design Awards have been presented by the German Design Council for the tenth time. The internationally renowned prizes are awarded to companies whose pioneering products and projects stand out in the categories of “Excellent Product Design”, “Excellent Communications Design” and “Excellent Architecture”.

## **German Design Awards 2022: ten years of award-winning pioneering design**

The German Design Awards are the major prizes of the German Design Council and among the most recognized international design awards. For ten years now, the German Design Council has been honoring pioneering designers and their work with this coveted prize. Entries are judged by an international jury made up of leading experts from all disciplines of design. Their judgement is invaluable – anyone whose product/project impresses this jury has demonstrated a high level of competence in design innovation and a sharp focus on the demands of their own customers and the market. In short, whoever wins here is one of the best. An award – whether “Special Mention”, “Winner” or even “Gold” – makes the work globally visible and opens up a valuable network with international reach to the companies and designers.

## **Focus topic for the anniversary: “How designers think”**

Inspired by the work of the visionary designer and design theorist Horst Rittel, the German Design Council has chosen the motto “How designers think” for this year’s German Design Awards: how can solutions be found to those challenges for which Rittel, together with Melvin Webber, coined the term “wicked problems” in the 1960s; problems that are – or only appear to be – unclear, contradictory, volatile or even unsolvable?

“The world in which designers live and work is constantly changing and demands outstanding answers to the continuous stream of new questions that arise – from digitization to artificial

Berlin | Deutschland

Trismauer | Österreich

Williamston | USA

Bekum Maschinenfabriken GmbH  
Kitzingstraße 15/19 • 12277 Berlin • Deutschland  
Tel.: +49 (0)30 7490-0 • Fax: +49 (0)30 7490-2441  
E-Mail: sales@bekum.de • www.bekum.com

Geschäftsführer:  
Gottfried Mehnert  
Dipl.-Ing. Michael Mehnert  
Ust.-Id.-Nr.: DE136701335

Deutsche Bank AG, Filiale Berlin  
BIC DEUTDE33XXX  
IBAN: DE55 1007 0000 0386 9500 00  
Amtsgericht Charlottenburg, 92 HRB 3533



intelligence and sustainability”, explains Lutz Dietzold, CEO of the German Design Council. “It is of vital importance that our awards always evolve and adapt to the times in which we live. Just like the people who develop innovative design, the German Design Awards have been at the forefront of driving forward pioneering solutions to the challenges of our time for a decade now”.

### **German Design Council – the organizer**

The German Design Council is the German centre of excellence for design, branding and innovation. Its mission is to represent the German design scene and promote and make visible high-quality design. Established in 1953 as a foundation on the initiative of the German Bundestag, it supports industry in consistently achieving brand added value through design. In addition to trade associations and institutions, the exclusive network of members of the German Design Council foundation includes, in particular, the owners and brand managers of well-known companies. More than 350 companies are currently members of the German Design Council.

### **Berlin (D), 24.02.2021: The Chicago Athenaeum: Museum of Architecture and Design crowns the new machine design”Concept 808“ with the Good Design® Award**

**“This award is a special honor and symbolic of the positive change at Bekum”, Michael Mehnert, Managing Director proudly states.**

The credo of the family-owned company has been uncompromising quality for over 60 years to this day. While functionality, durability and tradition have always been the focus, design has played a lesser role until now.

With the beginning of Michael Mehnert’s leadership, son of the company founder, in 2016, Bekum entered a new, more modern era. His mission is to combine innovative technologies and forward-looking ideas with the company's tradition and to make the generational change and the dawn of a new era visible in all areas of the company through a new corporate identity.

Berlin | Deutschland

Trismauer | Österreich

Williamston | USA

Bekum Maschinenfabriken GmbH  
Kitzingstraße 15/19 • 12277 Berlin • Deutschland  
Tel.: +49 (0)30 7490-0 • Fax: +49 (0)30 7490-2441  
E-Mail: sales@bekum.de • www.bekum.com

Geschäftsführer:  
Gottfried Mehnert  
Dipl.-Ing. Michael Mehnert  
Ust.-Id.-Nr.: DE136701335

Deutsche Bank AG, Filiale Berlin  
BIC DEUTDE33XXX  
IBAN: DE55 1007 0000 0386 9500 00  
Amtsgericht Charlottenburg, 92 HRB 3533



The beginning of this journey was marked by the new corporate and machine design, without affecting the well-known quality and brand recognition. Many new user-friendly features as well as performance-enhancing technological and energy-efficient refinements were developed for a new generation of machines and presented for the first time at the K2019 trade fair in Düsseldorf in the "CUT" machine design.

### **"CUT" stands for aesthetics, modern color and shape design.**

The new design is characterized by aesthetics and modern color and shape as well as even more functionality and improved ergonomics. With intelligently beveled surfaces in combination with large, lightly tinted viewing panels, it underscores the distinctive innovative capability of Bekum blow moulders. The reduced design language at the detail level makes the high quality of the machines visible. The large yellow color insert clearly indicates a Bekum blow moulder and ensures prominent brand recognition.

### **Improved user experience**

In line with the award-winning machine design, Bekum also decided to completely overhaul the machine control and user interface design. The user-friendliness of the Bekum Control 8.0 with a 24" touchscreen has been improved by reducing the number of switching elements on the control panel and graphically redesigning the user interface. Machine handling has been simplified by means of intuitive menu navigation.

**"The new machine design conveys our goal of being the benchmark in blow moulding technology," concludes Michael Mehnert.**

Berlin | Deutschland

Trismauer | Österreich

Williamston | USA

Bekum Maschinenfabriken GmbH  
Kitzingstraße 15/19 • 12277 Berlin • Deutschland  
Tel.: +49 (0)30 7490-0 • Fax: +49 (0)30 7490-2441  
E-Mail: [sales@bekum.de](mailto:sales@bekum.de) • [www.bekum.com](http://www.bekum.com)

Geschäftsführer:  
Gottfried Mehnert  
Dipl.-Ing. Michael Mehnert  
Ust.-Id.-Nr.: DE136701335

Deutsche Bank AG, Filiale Berlin  
BIC DEUTDE33XXX  
IBAN: DE55 1007 0000 0386 9500 00  
Amtsgericht Charlottenburg, 92 HRB 3533



Released for Publication – Copy Requested.

Volume: 977 words | 6.661 characters

Captions:

Caption 1 (opening image): Newly designed Concept 808 electric blow molding machine honored with 3 awards

Image sources: All images are from Bekum (unless otherwise indicated)

## About Bekum ++++++

### Pioneer and Trendsetter in Blow Moulding Technology

Founded in Berlin in 1959, Bekum Maschinenfabriken GmbH is one of the world’s leading manufacturers of extrusion blow moulding machines.

Founder Gottfried Mehnert conceived the name Bekum as the acronym (Berliner Kunststoff Maschinen).

The company began to flourish in its founding year with the development of the world’s first neck-rim calibration. Numerous innovations and patents followed, confirming that Bekum, with its innovative and customer-oriented machinery solutions, has always been ahead of its time – and remains so to this day.

When innovative and economical machinery solutions with high productivity for individual packaging requirements of hollow packaging are in demand, then Bekum, with 60 years of experience in blow-moulding technology, is the first choice worldwide.

### Product Range and Applications in Food and Non-food

With future-oriented and reliable production processes and fully electric, as well as hydraulic machinery for the commercial production of blow moulded containers ranging from 5 ml to 3000 l, Bekum offers all options for plastic packaging from one source.

### Philosophy of the Company

Berlin | Deutschland

Trismauer | Österreich

Williamston | USA

Bekum Maschinenfabriken GmbH  
Kitzingstraße 15/19 • 12277 Berlin • Deutschland  
Tel.: +49 (0)30 7490-0 • Fax: +49 (0)30 7490-2441  
E-Mail: sales@bekum.de • www.bekum.com

Geschäftsführer:  
Gottfried Mehnert  
Dipl.-Ing. Michael Mehnert  
Ust.-Id.-Nr.: DE136701335

Deutsche Bank AG, Filiale Berlin  
BIC DEUTDE33XXX  
IBAN: DE55 1007 0000 0386 9500 00  
Amtsgericht Charlottenburg, 92 HRB 3533



Building and maintaining long-term relationships with market partners through future-oriented, predictable company policy determine the actions of the first and second generation of the family, represented by Michael Mehnert. This strategy ensures the jobs of dedicated and experienced staff. The preservation of traditional values, an established network of partners and far-sighted adaptation to change form the basis for continuous development and inspiration for the company in the interest of partners, customers and employees.

### **Innovation and Technology**

Process reliability, availability, efficiency and sophisticated design characterize the high standard of Bekum production lines for blow moulding. Bekum contributes the expertise that has grown based on these references, associated with various patents in blow moulding, to the fulfilment of every customer requirement.

The level of process design is key for process reliability, reproducibility, parts quality and cost-efficiency. A high-quality production line for extrusion blow moulding, consisting of machine, die and automation which is impressive in terms of speed, wear resistance, availability, process reliability and stability alike, is critical for return on investment (ROI) and the level of added value.

### **Facts and figures**

With 18,000 machines delivered and installed worldwide - about half of them still in use - the Bekum Group has achieved by far the largest production of blow moulding machines of any brand.

The Bekum Group serves approximately 100 countries around the world directly or through independent sales representatives.

Today, 350 employees work for the Bekum group worldwide at three locations in Europe and in the US (Berlin (Germany), Traismauer (Austria) und Williamston, MI (USA)).

## **Our Technology – Your Success**

Berlin | Deutschland

Traismauer | Österreich

Williamston | USA

Bekum Maschinenfabriken GmbH  
Kitzingstraße 15/19 • 12277 Berlin • Deutschland  
Tel.: +49 (0)30 7490-0 • Fax: +49 (0)30 7490-2441  
E-Mail: sales@bekum.de • www.bekum.com

Geschäftsführer:  
Gottfried Mehnert  
Dipl.-Ing. Michael Mehnert  
Ust.-Id.-Nr.: DE136701335

Deutsche Bank AG, Filiale Berlin  
BIC DEUTDE33XXX  
IBAN: DE55 1007 0000 0386 9500 00  
Amtsgericht Charlottenburg, 92 HRB 3533