



JURA named winner of two Good Design Awards in 2019

GIGA X8 Gen 2 (Professional) and ENA 8 Signature Line (Household)

Media Release - 12 July 2019 JURA is pleased to announce that they have won not just one, but two Good Design Awards this year! JURA's GIGA X8 Gen 2 and ENA Signature Line in Massive Aluminium were winners of Australia's peak industry design awards at The Star on 11 July at the 61st annual Good Design Awards Ceremony. George Liakatos, General Manager of JURA Australia says, "The Good Design Awards are the highest honour for design and innovation in the country. We are so proud to have received two Good Design Awards this year in both professional and household machine lines. Innovation and design is part of our DNA here at JURA, so I am glad that it has been recognised by such a significant award." The Good Design Awards Jury praised JURA GIGA X8 Professional: "The chrome trims are flattering against black and is aesthetically pleasing overall. It is easy to operate without superfluous functions. This commercial grade product exudes quality and promises more efficient delivery of coffee. Every aspect of this product has been meticulously designed - form, function, material selection, ergonomics, aesthetics, design for manufacture - all coming together to create a world class product with high market appeal." The JURA ENA 8 Signature Line was described by the Jury as: "A beautiful combination of design details and refined technology. This coffee machine's overall design is beautifully executed. The mix of a beautiful aluminium body and lightweight plastic parts for construction make the product work well aesthetically. It is easy and very intuitive to use, clean and all the moving parts have a nice feel to them. Well-resolved evolution product with high attention to engineering detail. Overall, this is a robust piece of industrial design that has been very well executed." About Good Design Awards: The annual Good Design Awards is Australia's most prestigious international Awards for design and innovation with a proud history dating back to 1958. The Awards celebrate the best new products and services on the Australian market, excellence in architectural design, engineering, fashion, digital and communication design and reward emerging areas of design strategy, social impact and design entrepreneurship. About JURA: JURA's products stand for innovation, ease of use and sustainability. JURA believe in the perfect cup of coffee, using fresh beans, freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries. www.au.jura.com

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