

## PRESS RELEASE

### TK Elevator Wins Red Dot Design Award 2023 for 'Color Index System'

- TK Elevator's 'Color Index System' has won the Red Dot Design Award for Design Concepts under the 'Interaction and User Experience' category
- The concept uses a different color for each floor in the overall design and user interface of an underground carpark elevator system, enabling passengers to instinctively remember which floor they parked on

**Düsseldorf, August 30, 2023** – TK Elevator has once again demonstrated its exceptional design prowess by winning the prestigious Red Dot Design Award 2023. This year, the innovative 'Color Index System' developed by TK Elevator in Korea was honored with the Red Dot Design Award for Design Concepts, in the Interaction and User Experience category.

TK Elevator's award-winning 'Color Index System' was developed by the company's design innovation team in Korea and is a testament to the approach of delivering exceptional customer experiences by gaining an in-depth understanding of user needs. The concept uses a different color for each floor in the design and user interface of elevator systems in underground carparks, enabling passengers to easily remember which floor they parked on.

Reflecting on their latest accolade, members of the design innovation team in Korea, said, "Using colors in addition to numbers makes it easier and more intuitive for users to remember where they parked, and the colors of the elevator cabin, lobby, and UI (User Interface) are unified to reinforce users' perceptions and maintain consistency in design."

"TK Elevator has a strong presence in Korea and values its importance as a growing market. While we are already known here for our technically advanced products, this award showcases our expertise in aesthetic and experiential solutions that put our customers and their needs at the forefront," said Jurgen Bohler, CEO of TK Elevator's operations in the Asia Pacific region.

Over the past few decades, TK Elevator has played a significant role in the development of Korea's urban infrastructure by offering innovative and user-friendly mobility solutions to commercial and residential developments, as well as transportation infrastructure projects. TK Elevator's Multi-Purpose Facility in Cheonan, Korea is not only a world-class manufacturing facility but also a center of excellence for training and innovation.

This is TK Elevator's fourth Red Dot award since becoming an independent company in 2020. It previously won [two awards for its new brand in 2021](#), as well as one for [product design for its S200 stairlift](#).

## PRESS IMAGES

can be downloaded [here](#) (Credits: TK Elevator).

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## ABOUT US

### TK Elevator

With customers in over 100 countries served by more than 50,000 employees, TK Elevator achieved sales of more than €8 billion in fiscal year 2021/2022. We ensure high levels of customer service globally from our extensive network of about 1,000 locations. Over the past several decades, TK Elevator has established itself as one of the world's leading elevator companies and became independent after separation from the thyssenkrupp group in August 2020. The company's most important business line is the service business proudly provided by around 25,000 service technicians. The product portfolio ranges from standardized elevators for low-rise residential buildings to highly customized solutions for skyscrapers. In addition, it covers escalators, moving walks, passenger boarding bridges and stair and platform lifts. Integrated cloud-based solutions, such as the MAX platform, are delivering enhanced services. With these digital offerings, there are no longer any limits to urban mobility. TKE – move beyond.