



## PRESS RELEASE

# Red Dot Design Award – Daysy among the most beautiful products. Fertility tracker from Valley Electronics honored in the category Healthcare

Zurich, March 25, 2019. Daysy, the fertility tracker of Swiss company Valley Electronics, has been honored with the Red Dot Design Award 2019. The acclaimed jury presents the award for products which have been designed to be particularly innovative, qualitative, functional and ergonomic. „We are delighted that Daysy numbers among the winners of the Red Dot Award. Not only did we wish to develop a reliable and user-friendly fertility tracker, but we also wanted to come up with a particularly attractive one. The award shows that we have managed it,“ as Natalie Rechberg-Egly, Managing Director of Valley Electronics, comments proudly.

The Red Dot Design Award is one of the largest worldwide design contests. In 2019, designers and producers from 55 nations submitted more than 5,500 products for appraisal. The international jury comprises experienced specialists from the genres of design and architecture among others, and has been convening for more than 60 years now to determine the best designs. During the assessment process, lasting several days, they test the products, discuss them and finally come to a sound verdict on the artistic quality of products submitted. In line with the motto „In search of good design and innovation“ in their evaluation, they attach significance to criteria like degree of innovation, functionality, formal quality, durability and ergonomics. „These are the exact attributes we underscored when designing Daysy. We are pleased the jury recognized and acknowledged this,“ says Rechberg-Egly enthusiastically. Daysy has been on the market since 2014. Since March 2019, a version of the fertility tracker with considerable technical improvements is now available – this is the actual model that scooped the award.

"I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead," said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.



reddot award 2019  
winner



The Red Dot Design Award commends products which stand out with an exceptional form and concept. Daysy is one of the prizewinners in 2019. .

The award is being officially presented on July 8, 2019, at the Red Dot Gala. Members of the international design scene will gather at the Aalto Theater in Essen. Winners of the Red Dot will receive their award certificates at the subsequent „Designers' Night" party, and Daysy will be included in the exhibition „Design on Stage" at the Red Dot Design Museum Essen, which showcases all award-winning products. Moreover, Daysy will appear in the Red Dot Design Yearbook and on the website [www.red-dot.de](http://www.red-dot.de) as well as in the Red Dot Design App.

For information about ordering Daysy or questions on the product, please contact us at [info@eu.daysy.me](mailto:info@eu.daysy.me)

## About Daysy

- As a medical device and lifestyle fertility tracker, Daysy allows women with the desire for a health-conscious lifestyle to monitor their individual menstrual cycle and determine their fertile and infertile phases in natural harmony with their body. Daysy is a reliable and scientifically supported fertility tracking method that allows women to accurately differentiate their fertile phases from their infertile phases based on a sensitive basal body temperature measurement. The method is easy and reliable and supports couples in the decision-making process around their family-planning goals.

## About Valley Electronics

- Valley Electronics AG, founded in 1986 and based in Zurich, Switzerland, is an international research-based medical technology company with a long track record of developing and distributing fertility trackers. Thanks to this accumulated knowledge, Valley Electronics has been able to manufacture and bring to market reliable, precise, and user-friendly technology for natural fertility control. Located in Switzerland, Germany, and the USA, Valley Electronics, together with its affiliated companies, is active in more than 40 countries.

## About the Red Dot Design Award

- In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: [www.red-dot.org](http://www.red-dot.org)



## **#Loveyourbody – More control of your own body**

♥ Love has many facets, but above all, it is about dedication, care, consideration, trust, and closeness. If you love your body, you respect it, learn about it, pay attention to the signals it sends, and learn to trust it. Daysy aims to help women do just that by strengthening their awareness of their own bodies. Daysy enables women to monitor their cycle and to determine their fertile and infertile phases in a wholly natural way in sync with their bodies.

**#loveyourbody**

**#yourbodyknowsbest**

**#listentoyourbody**

**#letyourbodydecide**

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