## Puredyne receives Red Dot Award for Product Design 2022

Elaborate development process is rewarded

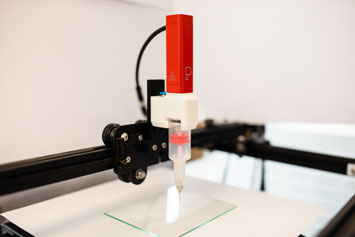
Functionality is still the biggest driving force behind the development of many parts and components in the industrial environment. With its print heads for extrusion-based bioprinting, the Puredyne brand is proving for the first time that design and functionality can indeed inspire each other. For this, the Puredyne team has now received a Red Dot Design Award in the Product Design category.   
Whereas users previously had to put up with a lack of suck-back mechanisms or neat control in pneumatic extrusion, Puredyne's printhead now enables highly precise printing results.

Until the Puredyne team was ready to submit their application to the international Red Dot jury, the engineers invested a lot of time. Their goal was to merge technology and design into a harmonious unit. It is not only the simple, clean operation and intuitive handling that makes Puredyne interesting for companies with a focus on plant engineering and bioprinting. Equally relevant is the possibility of full process control in bioprinting, something that until now has often been reserved for global players.   
Users should not only be aware of these advantages, but also see and feel them in every application. The idea behind it: A minimalist style - inspired by Bauhaus - that highlights the strength of the technology.   
The approach: Knowing that a modern design is not feasible without extra effort in production and assembly, the design was developed over months. The Bauhaus style was to be made visible via strong yet harmonious elements, clean lines, a minimalist design, and bright primary colors. Over a number of iterations, a concept emerged as part of the brand development, which today presents itself with a print head in dominant red. In terms of color, this contrasts strikingly with the white receptacle unit. The brand's purist logo on the print head is recognizable.

The strategy paid off: Despite the enormous competition, the Puredyne team managed to impress the international jury. In an evaluation process lasting several days, the jury examined all the submissions for design quality and degree of innovation and finally gave the green-light.

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Images:



Example of an application using Puredyne

**Simply progressive. Simply usable. Simply pure.**

Puredyne represents printheads that combine the proven ViscoTec dispensing technology with single-use cartridges. Thanks to the endless piston principle, Puredyne enables volumetric dispensing - regardless of viscosities and is particularly gentle. The new brand was created in 2021. The areas of application of the printheads include the fields of bioprinting and regenerative medicine, with plans to expand to other industries.

As the simplest, cleanest, and fastest solution for precise dispensing of viscous material in challenging bioprinting dispensing applications, the printheads are impressive - innovative and economical. The brand team maintains close contact with the market in order, on the one hand, to optimally serve the requirements of the application and, on the other hand, to recognize and react to new market trends at an early stage. Sustainable activities are closely anchored in the brand values.

Puredyne is a brand of ViscoTec Pumpen- u. Dosiertechnik GmbH. ViscoTec mainly deals with systems required for conveying, dosing, applying, filling, and emptying medium to high-viscosity material. The headquarters of the technological market leader is located in Töging (Upper Bavaria, Altötting district, Germany). ViscoTec also has subsidiaries in the USA, China, Singapore, India and France and employs around 300 people worldwide.

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