

Animo's OptiBean Touch



WINS IF DESIGN AWARD

Animo is proud to announce that the OptiBean Touch has won a prestigious iF DESIGN AWARD, a world-renowned design prize.

The OptiBean Touch won over the 63-member jury, made up of independent experts from all over the world, with its clean design lines and high-quality finish. The competition was intense: over 6,400 entries were submitted from 54 countries in hopes of receiving the seal of quality. The main evaluation criteria are innovation and elaboration, functionality, aesthetics, responsibility and positioning.

Animo newest generation of intelligent espresso coffee machines comes with an easy-to-use touchscreen and intuitive user interface. The OptiBean Touch combines high quality coffee with usability and a distinctive design. The materials and construction are durable and the OptiBean Touch is energy-efficient with an A+ rating.

Reinder Schortinghuis, managing director of Animo, said: "The design of our products plays a crucial role in the development process. We aim to create stylish coffee machines that are easy to use, durable and environmental friendly. To win this respected design award is a big reward for our company."

More information about Animo: <https://animo.eu>

More information about iF DESIGN AWARD: <https://ifworlddesignguide.com>

About Animo

Animo makes premium-quality coffee equipment and vending systems — user-friendly machines that are durable and convenient to maintain. Our machines deliver a wide range of fresh, hot beverages time after time. Everything from freshly ground espresso, cappuccino or latte macchiato to tea, hot chocolate and instant soup. We've been doing business for over 60 years in more than 75 countries worldwide. Because good coffee takes a good machine. And a good machine takes experience, expertise and dedication.

DEDICATED TO EVERY CUP

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About the iF DESIGN AWARD

For 65 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design/UX, Architecture and Interior Architecture as well as Professional Concept. All awarded entries are featured on the iF WORLD DESIGN GUIDE, in the iF design app and are displayed at the iF design exhibition Hamburg.