# Krakow, 22 September 2016

# Opus B Among the Winners of Red Dot Award: Design Concept 2016

**The winners of the largest and most prestigious, global competition in industrial design were announced at The Red Dot Design Awarding Ceremony held in Singapore. The LIVE LONG design by Opus B won the Red Dot Award 2016 in the category of Design Concept.**

LIVE LONG is a proprietary brand created from scratch by the Opus B Brand Design Team. It is based on a simple idea incorporated into the trend for ecological products. The brand derives all its best elements from primeval sources of nature. These sources are full of valuable microelements and minerals which have been preserved for a long time. That is why LIVE LONG product offering covers, for example, natural tree juices or glacier water.

*"The Red Dot Award makes us enormously proud, especially since a lot of products based on modern technologies enter the competition every year. In our LIVE LONG concept we have relied on an innovative ecological brand which has something more to manifest than simply being natural. We have turned an idea for a line of products that draw on longevity sources into a story presented on packages,"* comments Paweł Frej, Design Director at Opus B.

Each year the Red Dot Design Award is granted in three categories: Product Design, Design Concept and Communication Design. More than 4,600 designs from 60 countries entered this year's edition of the competition. The jury composed of recognised world experts in design distinguished, among other things, the concept of the LIVE LONG brand and package designs which can be seen in the annual competition catalogue and at the competition exhibition at the Red Dot Design Museum in Singapore.

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