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Press release

Plus X Award for Roth's Touchline in-room control unit

Roth's in-room control unit, Touchline, has received the prestigious Plus X Award in three different categories: Design, ease of use and functionality. Touchline was also awarded "Best Product of the Year".

The accolade is the world's biggest innovation prize for high-quality technology, sport and lifestyle products. A Plus X Award is given to products which are innovative, sustainable with a long service life and have at least one "Plus X" factor – the added value to a product.

More than 130 experts from 32 countries assessed the products put forward. All were completely neutral in term of any industry allegiances. The emphasis is on rewarding newly developed and innovative technologies, extraordinary designs and intelligent yet simple operating concepts. Other criteria such as good ergonomic and green product features, as well as the use and processing of high-quality materials to create sustainable products with a long service life, are also deemed of worthy recognition.

Anne-Kathrin Roth proudly accepted the awards on behalf of the family-owned Roth Industries.

Yours Sincerely,

Marcus Kanewoff
CEO, Nordic Group

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