

> **PRESS RELEASE / 3 April 2017**

Coloplast wins Red Dot design award for high quality design

Coloplast's Biatain Silicone® sizes & shapes has been awarded with the Red Dot award; an internationally recognised consumer award that focuses on user experience and aesthetics of products.

Since 1954, the Red Dot Award has been a global benchmark for design and innovation focusing on the user experience and aesthetics of a wide range of consumer products. This year, Red Dot received 5500 submissions from 54 countries and all of the products entered were assessed by an independent and international jury of experts.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award: "The Red Dot winners are pursuing the right design strategy. They have recognised that good design and economic success go hand in hand. The award by the critical Red Dot jury documents their high design quality and is indicative of their successful design policy."

Coloplast Wound Care's entry of the Biatain Silicone sizes & shapes, has been measured successfully against innovative design across various industries and awarded a Red Dot Award as one of the globally most outstanding product designs in 2017.

The Biatain Silicone products are soft, flexible, absorbent foam dressings with a silicone adhesive used for treating chronic and acute wounds. Biatain Silicone sizes & shapes was launched in 2016 as an extension to the Biatain Silicone product range with eight new sizes and shapes designed to conform to the different areas of the body. The new products have been launched across 14 markets globally.

Accelerating Wound Care growth

"We are very proud and pleased to have won a Red Dot Award, which is an internationally recognised quality label for great design. The Biatain Silicone sizes & shapes products are designed according to the Coloplast Design DNA, meaning that our users will experience not only a product which provides superior absorption and faster healing, but also an intuitive and non-medical looking product with a life-style oriented design" says Nicolai Buhl, Senior Vice President in Coloplast Wound & Skin Care.

"The launch of the Biatain Silicone range has accelerated the Coloplast Wound Care growth in recent years, and with the extension of the range, we believe we can accelerate growth even further", Nicolai ends.

In July 2017, the design team behind Biatain Silicone Sizes & Shapes are going to Essen, Germany to receive the award at the Red Dot Gala.

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Coloplast develops products and services that make life easier for people with very personal and private medical conditions. Working closely with the people who use our products, we create solutions that are sensitive to their special needs. We call this intimate healthcare. Our business includes ostomy care, continence care, wound and skin care and urology care. We operate globally and employ more than 10,000 employees.

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