

Yet another prize for FUN FACTORY: seven products receive the GOOD DESIGN AWARD

At the end of last year, FUN FACTORY was once again awarded numerous prizes for design. In cooperation with the European Centre for Architecture, Art, Design and Urban Studies, the Chicago Athenaeum Museum of Architecture and Design awarded seven products with a prize for exceptional product design which was established in the 1950s.

Bremen, January 2014 – STRONIC EINS, SMARTBALL UNO, SMARTBALLS DUO, PEARLY, FLORA, DOLLY BI and SEMILINO have all made their case for stylish design and are now proud recipients of the GOOD DESIGN AWARD.

The STRONIC EINS became the first pulsator worldwide to be distinguished by a jury. The sex toy from the Bremen company was already turning heads with its unique power unit that emulates realistic thrust movements with astounding authenticity. Now it is also gathering accolades for its straightforward design.

Also in 2013 the international jury bestowed the newly revamped vaginal balls SMARTBALL UNO and SMARTBALLS DUO with a renowned GOOD DESIGN AWARD.



In addition, four MiniVIBRATORS from the DeluxeVIBES series were praised for their good looks. PEARLY, FLORA, DOLLY BI and SEMILINO beat out the competition with their well-conceived designs, thrilling colors and unique functionality. Even the newly revised control unit on the MiniVIBRATORS excited the professional panel on product design.



Of course, Verena Michel, product designer at FUN FACTORY is particularly happy about the awards for her creations from the international jury. “Thanks to FUN FACTORY’s philosophy of enriching the sex toy market with sophisticated products, I have a great deal of freedom in my designs. I like to find inspiration from nature, architecture or artworks. Due to my knowledge of human anatomy which I gathered working with medical professionals and test groups over the years, designs have come about which not only are eye-catching but also beguile all the senses with their functionality.”

In 2008, with its S-shaped DELIGHT, FUN FACTORY was the first sex toy manufacturer to be awarded a design prize. Since then a total of 20 different toys have garnered 62 nominations and prizes for their design.

Verena Michel describes the secret of the Bremen company’s success, “What’s special about the creation of FUN FACTORY products is that all the steps from the first idea to the final product occur in one place. So my designs can constantly benefit from an influx of know-how from the entire team, and of course I am also involved every developmental step of the product.”



For 2014 FUN FACTORY has in the pipeline new design highlights “Made in Germany” which also will not only revolutionize the sex toy market with their appealing functional shapes, powerful technology and modern colors, but also lovers and experts of design around the world.

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About FUN FACTORY Ltd:

FUN FACTORY, one of Europe’s largest manufacturer of aesthetic and stylish love toys, has its headquarters in Bremen, right on the Weser river. From the first sketch, to the design and the technical implementation right up to completion of the toy – the trends and latest hits in the industry are and remain “Made in Germany” and come directly from this Hanseatic city. It was here that FUN FACTORY was founded in 1996 by Dirk Bauer and Michael Pahl. In 2003, the first subsidiary of FUN FACTORY opened in the USA and in 2013 a branch in Spain. Today the company has over 120 employees and makes customers from all over the world happy with its products.

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Press contact:

Kristy Stahlberg
Head of Corporate Communications
FUN FACTORY GmbH
Am Hohentorshafen 17-19
28197 Bremen
Tel. +49 (0) 421 / 52076 - 119
Fax +49 (0) 421 / 52076 - 290
Kristy.stahlberg@funfactory.com

Caroline Hofmann / Annika Howind
Pressebüro FUN FACTORY
c/o Ketchum Pleon GmbH
Bahnstraße 2
40212 Düsseldorf
Tel: +49 (0) 211 / 9541 - 2121
Fax: +49 (0) 211 / 551651
pressebuero-funfactory@ketchumpleon.com