



Bring your life
 thule.com

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Thule becomes Best of the Best in Red Dot Award: Brands & Communication Design 2019

The distinction “Red Dot” has become established internationally as one of the most sought-after seals of quality for good design. This year, Thule is awarded the *Red Dot: Best of the Best* for Brands & Communication Design.

The jury awards the Red Dot seal of quality to convincing brands and communication work. Projects that win over the jury with their design quality, creativity and brand communication are awarded a Red Dot, while outstanding projects receive a Red Dot: Best of the Best.

The best communication design works and brands of the year stood out from more than 8,600 entries. As part of the Red Dot Gala, the laureate of the Red Dot: Best of the Best received a well-earned trophy on stage at Berlin’s Konzerthaus on Friday, November 1, 2019.

Statement by the jury

“The Swedish premium outdoor manufacturer Thule convinces with a brand image that has been implemented in a highly consistent and engaging manner. All categories, from the website to the product design and packaging, as well as the commercials in particular, are infused by the company’s clear and appealing brand message. This not only results in a visually distinctive and easy-to-recognise appearance, it also brings the image of this premium yet down-to-earth and thus typically Nordic company to life in a highly credible manner.”



reddot winner 2019
 best outdoor brand

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About Thule

The Thule brand was established in 1942. Under the motto Bring your life, Thule globally offers a wide range of premium products for active people that allow them to bring what they care most for – safely, easily and in style. Thule designs and manufactures roof racks, bike, water and winter sport carriers, roof boxes, computer, and camera bags, sports bags and backpacks and child-related products such as baby joggers, child bike seats and bike trailers. The products are sold in more than 140 countries. Thule is the largest brand in Thule Group.

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