

Press Release

FOR RELEASE: Immediately

Fredrikstad, April 8th, 2015

Jøtul AS successful in the Red Dot Award 2015: Jøtul F 305 awarded for high design quality

Kråkerøy, Fredrikstad. Jøtul F 305 from Jøtul AS won over the 38-member jury of the Red Dot Award: Product Design 2015. With its timeless, modern woodstove, Jøtul AS proved its design excellence in the most important competition for product design, which is celebrating its 60th anniversary this year. The international experts discussed and assessed each of the 4,928 entries from 56 countries. Only the designs that won over the jury with their quality and innovative power were given an award. The woodstove from Jøtul AS succeeded in convincing the jury members, deservedly winning the sought-after Red Dot seal of quality.

Throughout the world and across different industries, Red Dot is seen as the award for high design quality. The international Red Dot jury bestows the sought-after seal of quality only to those products that stand out clearly from comparable entries thanks to their excellent design.

Jøtul is one of the world's leading manufacturers of stoves and fireplaces. They wanted to break with established truths about how a wood stove should look. The result is a timeless cast iron stove adapted to the modern home. Demand has been so high that the Kråkerøy based manufacturer, at times have not managed to supply enough.

- In our line of business, most products are vertical with high, narrow glass and relatively small combustion chambers. We asked ourselves the question "How does a fireplace burn the best?". Therefore, we would put function at the center of innovation, says Marius Torjusen, Vice President Brands at Jøtul.

In 2012 Jøtul built a new brand platform. This was central in the development process the company now entered. Anderssen & Voll, formerly a part of Norway Says, were contacted. Throughout the project, they worked closely with Jøtul's own engineers.

On the environmental side, the stove delivers sensationally well. Particulate emissions from burning wood is almost three times as low as the requirements of the Swan label/Nordic Eco Label - and more than seven times lower than Norwegian standard requirements for emissions. Jøtul AS also puts many resources into educating the user on how to light the fire as environmentally friendly as possible.

Professor Dr Peter Zec, Founder and CEO of the Red Dot Award: "For 60 years, the most-respected design experts have been convening every year in Essen to seek out the best designs. This year we had a record

Tel. +47 69 35 90 00
Fax +47 69 35 90 01
www.jotul.com

Jøtul AS, Langøyveien
P.o. box 1411, 1602 Fredrikstad, Norway

Enterprise no.
NO 989 519 247 MVA

number of almost 5,000 entries – a huge amount of work for our jury members, who assessed each individual product, and a special value of the distinction due to the high standard. The laureates of the Red Dot Award: Product Design 2015 have demonstrated exceptionally high achievements and have thus been deservedly successful in the world's largest design competition.”

After the awards ceremony, the winning products are presented for four weeks in the special exhibition “Design on Stage” before being included in the Red Dot Design Museum’s permanent exhibition.

Red Dot Design Museum Essen

With roughly 2,000 exhibits over 4,000 square metres, the Red Dot Design Museum presents the world's largest exhibition of contemporary design. The successful entries in the Red Dot Award: Product Design 2015 will be shown from 29 June to 26 July 2015 in an impressive special exhibition in the midst of the historical industrial architecture of the Zollverein World Heritage site. In “Design on Stage”, visitors will experience the current top achievements up close and personal, because this hands-on exhibition expressly encourages visitors to touch and try out the exhibits. In this way, fans of design can find out about the trends in international product design and see for themselves the good quality of the Jøtul F 305 from Jøtul AS.

About the Red Dot Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept.

The Red Dot Award was created by Design Zentrum Nordrhein Westfalen and with around 17,000 entries each year is one of the best-respected design competitions in the world. In 2015, it is celebrating its 60th anniversary: It was in 1955 that a jury convened for the first time to assess the best designs of the day. The sought-after award, the “Red Dot”, is the revered international seal of outstanding design quality.

Award-winning designers, manufacturers and agencies use the Red Dot winner label and receive numerous other winners' privileges, such as the presentation of the award-winning product on Red Dot Online, in the Red Dot Design Yearbook, the Red Dot App and on Red Dot 21. Additionally, the winning products are communicated in the international PR activities of Red Dot and exhibited in the Red Dot Design Museum Essen for a whole year.

Tel. +47 69 35 90 00
Fax +47 69 35 90 01
www.jotul.com

Jøtul AS, Langøyveien
P.o. box 1411, 1602 Fredrikstad, Norway

Enterprise no.
NO 989 519 247 MVA

Press Release

For more information:

Press contact at Jøtul AS:

Marius Torjusen
Vice President Brands
Jøtul AS
Mob.: +47-901 46 759

E-mail: marius.torjusen@jotul.no

Press contact at Red Dot:

Catharina Hesse
Communications Manager
Design Zentrum Nordrhein Westfalen
Gelsenkirchener Str. 181
45309 Essen, Germany
Tel.: +49-201-30104-50

E-mail: c.hesse@red-dot.de www.red-dot.org/press

About Jøtul Group

Jøtul Group is the world's leading manufacturer of wood stoves and fireplaces for customers who value quality. We develop, manufacture, market and sell our products under brand names Jøtul, Scan, Atra, Warm and Ild. Our products are based on Nordic heritage and expertise focusing on environmentally conscious processes during production and daily use. We share our expertise with partners and consumers in 43 countries on 5 continents. Jøtul Group has approx. 627 employees and an annual turnover of approx. NOK 845 million. The production takes place in Fredrikstad, Odense, Portland and other places. The principal shareholder of the company is Ratos, a publicly listed, Swedish private equity company.

Tel. +47 69 35 90 00
Fax +47 69 35 90 01
www.jotul.com

Jøtul AS, Langøyveien
P.o. box 1411, 1602 Fredrikstad, Norway

Enterprise no.
NO 989 519 247 MVA