



Continental M7 Professional Won Red Dot Award 2020

FOR IMMEDIATE RELEASE

JANOME AUSTRALIA MONDAY, APRIL 7, 2020: The Janome Continental M7 Professional is a winner at this year's prestigious Red Dot Design Award, taking home the award of 2020 Red Dot Award for Product Design.

Continental M7 Professional won over the international jury, comprising of 40 experts, with its outstanding innovation, industry-leading design quality and the unique experience it delivers to the user.

The Red Dot Award was established in 1955 and is recognised as the top 3 design awards in the world. Its highly sought-after seal for good design acknowledges the amazing quality of Continental M7 Professional.

The Red Dot Award is the second award the Continental M7 Professional has received, following the 2020 iF Design Award win, also one of the world's most respected and rigorous design awards.

Visit www.janome.com.au for further information on this celebrated product and to locate your local retailer.



About Janome

Originating from Japan with a world-renowned reputation for excellence, Janome have been designing and manufacturing sewing machines for more than 95 years.

The name “Janome” was adopted in 1935 and it means “Snake Eyes” in Japanese as the bobbin that was used back then was an unprecedented round metal bobbin system resembling a snake’s eyes. Since those early days, Janome has established itself as a leader in the sewing machine industry, with a focus on continuous product improvement and innovation. Today, Janome employs over 3,500 people, and have operations in over 100 countries worldwide.

About Red Dot Award

The Red Dot Award: Product Design, whose origins date back to 1955, appraises the best products created every year. In 49 categories, manufacturers and designers can enter their innovations in the competition. According to the motto “In search of good design and innovation”, the jury evaluates the entries and only awards a Red Dot to products that win them over with their high design quality.

