

Avanti PLUS® Wins Coveted Australian Good Design Award

AVANTI PLUS® SPLIT SYSTEM AIR-CONDITIONER WINS AUSTRALIA'S COVETED GOOD DESIGN AWARD FOR DESIGN EXCELLENCE.

The winners of Australia's peak industry design awards – the highest honour for design and innovation in the country were announced at The Star on 11 July at the 61st annual Good Design Awards Ceremony.

Avanti PLUS® Split System Air-Conditioner received a prestigious Good Design Award Gold Accolade in the Product Design category in recognition for outstanding design and innovation.

The annual Good Design Awards is Australia's most prestigious international Awards for design and innovation with a proud history dating back to 1958. The Awards celebrate the best new products and services on the Australian market, excellence in architectural design, engineering, fashion, digital and communication design and reward emerging areas of design strategy, social impact and design entrepreneurship.

The Good Design Awards Jury spent several days evaluating each entry according to a strict set of design criteria which covers 'good design', 'design innovation' and 'design impact'. Projects recognised with a Good Design Award must demonstrate excellence in all areas and convince the Jury they are worthy of recognition.



Dr. Brandon Gien, CEO of Good Design Australia said: "Receiving a Good Design Award at this level is a significant achievement given the very high calibre of entries received this year."

"Australia's Good Design Award is more than a symbol of design excellence, it represents the hard work and dedication towards an innovative outcome that will ultimately improve our quality of life. These projects showcase the brilliance of design and the potential it has to improve our world," said Dr. Gien.

The Good Design Awards Jury praised Avanti PLUS® Split System Air-Conditioner commenting: “Fit for purpose design cues with an impressive seven-star rating. The Avanti PLUS® has achieved an impressive level of energy efficiency. Its soft form factor and round design details are coherent in the overall design.”

The Good Design Awards attracted a record number of submissions with close to 700 design projects evaluated in this year’s international design awards.

Managing Director for Mitsubishi Heavy Industries Air-Conditioners Australia (MHIAA), Mr. Yuji Ito thanks Good Design Australia for this honour as it upholds the companies philosophy of innovative products that are designed to improve the lives of those who use them.

“MHIAA would like to thank Good Design Australia for this important accolade and we are both honoured and proud that our Avanti PLUS® unit has been recognised in this way. At MHI we are committed to bringing Australian consumers the latest innovative products with improved features and energy efficiencies.” Mr Yuji Ito, MHIAA

The award was presented to MHIAA Managing Director Mr. Yuji Ito and Mr. Hiroyuki Otake, General Manager of Technical Division at Mitsubishi Heavy Industries Thermal Systems in Japan who flew in to Australia on behalf of the MHI Group companies.



About Good Design Australia and Australia’s Good Design Awards

Good Design Australia is an international design promotion organisation responsible for managing Australia’s annual Good Design Awards and other signature design events. With a proud history that dates back to 1958, Good Design Australia remains committed to promoting the importance of design to business, industry, government and the general public and the critical role it plays in creating a better, safer and more prosperous world.

www.good-design.org

About Mitsubishi Heavy Industries Air-Conditioners Australia

Mitsubishi Heavy Industries Air-Conditioners Australia offers a complete range of premium air-conditioners for residential and commercial spaces. Innovation is central to the organisation and underpins every aspect of MHIAA’s product range. Fostering Japan’s technological leadership and in combination with the organisation’s rich heritage in engineering, aviation and spacecraft leadership, the company continues to achieve unrivalled success in Australia and New Zealand.

For further information and to see the full range visit www.mhiai.com.au or call 1300 138 007.