

Press release

Red dot Award Best of the Best

IMPRESSA F8 victorious at the design Olympics

Niederbuchsiten, March 2014 – **At the start of the year, 4815 nominated products from 53 countries were assessed on the merits of their design quality at the Red Dot, one of the world's biggest and most respected design competitions, in the 'search for excellence'. The JURA automatic coffee machine IMPRESSA F8 TFT performed well, receiving the Red Dot: Best of the Best for exceptional quality and groundbreaking design. In 2014, just 1.5% of all nominations received this coveted top award, placing JURA among the leaders in international product design.**

A jury of 40 evaluated the design on the basis of innovation, functionality, ergonomics, ecological compatibility and durability. The jurors were impressed by the lines, high-quality materials and precise craftsmanship of the JURA machine in elegant Piano Black. The renowned Red Dot label is an internationally recognised mark of quality, representing excellent design. Prof. Peter Zec, the initiator and CEO of Red Dot, explains the decision-making process for the Red Dot Award: "Only the best products are chosen by the jury to receive the award. This is reflected in the percentage of nominations that go on to receive the Red Dot Award, which is much lower than in other international design competitions. It follows that the winners can be justifiably proud of their achievements."

Multi-award-winning design

The IMPRESSA F8 TFT, the first product in the IMPRESSA compact class with TFT colour display, has already won a number of awards this year. Most recently, the elegant coffee machine performed well in product tests by consumer magazines Guter Rat and ETM Testmagazin. It was awarded top marks for value for money, intuitive operation and quick readiness for use, individual taste experience and high performance.

Impressive range of coffees and TFT colour display

In addition to its award-winning design, the IMPRESSA F8 impresses with its ability to prepare a wide range of beverages including 12 speciality coffees from ristretto to latte macchiato. The patented variable brewing unit prepares delicious, aromatic coffee to suit your personal taste in no time at all. Simply turn the Rotary Switch and select the programming options you want via the start screen to create your favourite coffee at the touch of a button.

Technical highlights

The Aroma+ grinder – one of the machine's technical highlights – retains the perfect flavour of the coffee in all its natural fullness and delivers gentle grinding results yet requires less preparation time. Other highlights include a hot water and steam function for heating or foaming milk as well as the innovative latte macchiato system. Thanks to the integrated fine foam technology, you can enjoy cappuccino or latte macchiato without the need to move the cup, and topped off with tempting, feather-light milk foam. Both the coffee and milk spout are height-adjustable on a continuous scale, so you can treat yourself to a great-tasting cup of coffee using any standard cup.

The IMPRESSA F8 TFT in Piano Black is available from retailers.

Swiss company JURA Elektroapparate AG, founded in 1931 and based in Niederbuchsiten, is the innovation leader in automatic speciality coffee machines. Its products stand for the perfect coffee result, made from fresh beans and always freshly ground and extracted at the touch of a button. The product range includes both household models and professional machines for the office and food service sector. In recent years the long-established brand has grown to become a global player with a presence in around 50 countries worldwide.

More information

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