

CIFA wins the international Red Dot Design award for the fourth time

The prestigious award was given for the design of Energya MK28E, the first hybrid truck mixer pump in the world.

Senago (Milan), 15 June 2020 – **Energya MK28E – the first truck mixer pump in the world – has received the 2020 Red Dot Award in the Industrial Design category.** With this acknowledgement, **CIFA obtains, for the fourth time**, one of the most prestigious international awards in the design sector. Another medal for **the entire hybrid Energya range**, which won the 2014 Red Dot award for Energya E9, the hybrid truck mixer, and the 2017 Red Dot award for Energya CSSE, the electric spritz).

The jury of the Red Dot Awards included about forty international experts who based their assessment on numerous **technical, social, economic and environmental criteria. Energya MK28E has met all these requirements**, given its sustainable and highly innovative level. This hybrid-electric machine uses state-of-the-art technologies to reduce fuel consumption, CO2 emissions and noise. It meets present and future needs, combining progress with environmental protection. The winners are usually celebrated during the Red Dot Gala in Germany. This year, given the Covid-19 emergency, the award-giving ceremony will be held online during the Red Dot Design Week from 22 to 26 June 2020.

In terms of design, the development process kept a **strong “family feeling” with the first hybrid concrete mixer**. The structure of the elements created for this hybrid model reflects the **Energya range style** in terms of lines and colours. That’s why this vehicle stands out from the rest. The asymmetry of the vehicle (concrete mixer and concrete pumping unit) developed a different layout between the right and left side. In this case, Cifa had to consider a multitude of components – articulated boom, turret, outriggers, piping and pumping unit – that characterise Energya MK28E. The design process involved the physical part of the vehicle and the graphical user interface, with dedicated adhesive plates and a digital system consisting of a display in the cabin, a display on board the machine, a rear display and a radio control unit.

Davide Cipolla, CEO of CIFA, commented: *“Receiving a prestigious award as the Red Dot acknowledges the work done by our Styling Centre. Winning four of them in just a few years is not a matter of luck. It’s proof of how the synergy between departments and a structured design vision is essential for our company. For CIFA, design is not an option. It’s an integral part of our machines. We believe that beauty is also functional, and our products prove this.”*

Energya MK28E is not a prototype. It’s operating in numerous worksites in Europe. It helps reduce costs because it saves fuel and it’s a great ally for city worksites where acoustic pollution is a serious problem. Its use in electric mode zeroes noise emissions. **This product stands out for its unique features and unmistakable style.** That’s why customers who want to transform a work tool into a sustainable flagship for their brand choose it.

About CIFA

CIFA is a leading manufacturer of concrete-working machinery and equipment with a consolidated presence in the Italian and global markets. CIFA has been part of the Chinese industrial group Zoomlion since 2008 and is an international company with sales and support networks all over the globe. The company provides its customers not only with reliable, high-quality products but also with financial support through Zoomlion Capital. For further information, visit the website www.cifa.com

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