

## **ASB GlassFloor awarded with a number of prizes**

Awards affirm ASBs role as instigator in sports and design

**With a total of five awards, the company has been honoured for various products and projects – a perfect affirmation for the strategic direction, a motivation for the future and a confirmation of the rule “great ideas prevail”. The awards were given out for solutions from the sporting as well as architecture and design fields in which ASB GlassFloor are active.**

“Innovations are born when modern technology and inspiration come together.” - that is the wording of the **ISPO Award 2019** Jury’s justification, where the multi-functional sports floor ASB MultiSports won Gold in the “Teamsport” category. This important award, presented to ASB in February during the international sports trade fair ISPO, was the first of the streak of awards won this year.

Another prize from within ASB GlassFloor’s core business was won in the UK – the **Sports Business Awards 2019**. ASB’s Managing Director Christof Babinsky accepted the silver award for the interactive flooring system ASB LumiFlex in the “Sports Innovation” category in London. The Jury’s rationale: “With this



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incredibly innovative sports floor, so many new possibilities for training assistance or multi-usage arenas open up. Sporting events can be radically changed.”.

The “Rat für Formgebung” (“German Design Council”) also highlighted these possibilities in their reasoning. This council awards the **German Design Awards**, an internationally highly recognized award, every year. Here, ASB LumiFlex won in the “Travel, Sports & Outdoor Goods” category. The Jury mainly emphasized the various usage possibilities of the flooring system: “The integrated LED technology is a true additional value, not only for sporting events, but those of another nature as well.”



## Inspiration also for Architects and Designers

With a unique combination of material and technology, ASB not only sets standards for the sporting world – architecture and design also benefit from the company’s developments: the numerous application possibilities convinced the **European Product Design Awards** Jury, and earned ASB LumiFlex their Gold Prize.

And not only the product ASB LumiFlex in its full applicability receives international recognition - also the further developments thereof, such as e.g. DeepLumen, ASB’s walkable video glass cube with computer-controlled light installation. This development from the Bavarian creative studio won ASB another award, the **DNA Paris Award 2019**, in the “Interior Design / Installation” category. This award is mainly given out to architects and designers and hence sheds the limelight on another field of activity of ASB GlassFloor: “As a brand we stand for innovation and creativity,” says Christof Babinsky, Managing Director of ASB GlassFloor. “Thanks to these various awards, we see ourselves empowered on this path. And we are of course particularly happy that the expansion of our activities into the field of architecture



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and design has also been acknowledged, as we see a lot of potential for us here.”

**ASB GlassFloor:**

ASB, short for Aluminium SystemBau Horst Babinsky GmbH (Aluminium System Construction Horst Babinsky GmbH), was founded in 1965. The company has always focussed on high value through quality and intelligent design. ASB is an important development partner of the leading world squash associations and has brought the sport several ground-breaking innovations. Thanks to years of experience and sound knowledge of materials, the company has continued to develop and with its ASB GlassFloor, it is now the only manufacturer of the glass sports floors in the world. Aside from sports, the glass floor, particularly in the full LED variation, is used in many different sectors: at events and in showrooms and corporate headquarters.

A flexible advertising medium and design highlight, the LumiFlex is offered for rent by ASB Rental Solutions GmbH for all types of events.

ASB is based in Germany and is active in 32 countries. The focus of business operations is on Great Britain and the USA.

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## Shortcut:

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