

## **kraftwerk® also cleans up at German Design Award**

**Dresden, October 28, 2015 – Second award in a matter of days.** eZelleron GmbH recognized with a special-mention award for its kraftwerk® product in the category: Excellent Product Design – Lifestyle and Fashion.

Dresden-based eZelleron GmbH has been honored with a special mention at the 2016 German Design Award for its first product, kraftwerk®. The jury was won over by the completely novel function of the fuel-cell-operated charging device coupled with a simple yet innovative design.

“Besides innovative technology, design certainly also plays an important role in product developments. Users don’t just want functionality, they want an experience. kraftwerk® strikes this balance between true innovation and clean design,” asserted eZelleron founder and CEO, Dr. Sascha Kühn. This is the second distinction kraftwerk® has received within a few days. On 10/15/2015, the researchers won the GERMAN ACCELERATOR, a program initiated by the German Federal Ministry for Economic Affairs and Energy (BMWi).

The German Design Award is the international premium prize of the German Design Council. As the stated goal is to discover and present truly unique design trends, only products of demonstrably superior design quality are nominated and recognized. Each year, first-rate submissions from the field of product and communication design are honored for their individual, pioneering contributions to the international design landscape. The German Design Award, started in 2012, is one of the best-known design competitions in the world and is highly regarded well beyond professional circles.

### **About eZelleron GmbH**

eZelleron GmbH, founded in Dresden in 2008, has developed a completely novel fuel-cell technology that can run not only on hydrogen, but also on fuels that are available across the globe. A team of 27 employees is working on the series production of the world’s smallest fuel cell.

The first product based on this new technology is a portable power generator named after the brand, kraftwerk®. Once filled, the handy, lightweight 200-g device will supply electrical power in any situation.

#### **eZelleron GmbH**

Breitscheidstr. 78  
01237 Dresden | Germany  
T: +49 351 2 50 88 78 - 0  
F: +49 351 2 50 88 78 - 9  
info@hellokraftwerk.de  
www.hellokraftwerk.com

Dresden District Court, HRB  
(Commercial Register Part B) 26982  
Managing Director: Dr. Sascha Kühn  
VAT ID No.: DE265190749

Ostsächsische Sparkasse Dresden  
BLZ (Routing Number) 850 503 00,  
Account 320 005 7377  
IBAN: DE53 8505 0300 3200 057377  
SWIFT-BIC: OSDDDE81XXX

hellokraftwerk.com



You can find out more about kraftwerk at [www.hellokraftwerk.com](http://www.hellokraftwerk.com).

Press kit: [www.hellokraftwerk.com/press](http://www.hellokraftwerk.com/press)

Further information and a gallery of the German Design Award:

<http://gallery.designpreis.de/en/gdagallery/show/Project/kraftwerk.html>

Video: [https://www.youtube.com/channel/UCCxR3QkDnCPcX\\_UFR058OaQ](https://www.youtube.com/channel/UCCxR3QkDnCPcX_UFR058OaQ)

#### PRESS CONTACT

Patrick Lange

Telephone: +49 351 250 8878-23

Email: [medien@hellokraftwerk.com](mailto:medien@hellokraftwerk.com)