

## SMARTBALL UNO and SMARTBALLS DUO receive the “iF design award 2014”

Stylish design, fresh colors and, last but not least, convincing functionality. With all these attributes, the SMARTBALL UNO and SMARTBALLS DUO won over the 49 international design specialists on the jury for the renowned “iF design Award”. The love balls from the Bremen company FUN FACTORY have now won two awards in just the last several weeks.

Bremen, February 2014 – The SMARTBALLS and five other products already won the GOOD DESIGN AWARD in Chicago in January. Now the SMARTBALL UNO and the SMARTBALLS DUO have convinced the jury of experts for the “iF design awards” of their stunning product design. The “iF design awards” are given every year in Hannover since 1953.



Since its founding in 1996, the FUN FACTORY has placed special emphasis on stylish design that enchants all the senses with good looks, materials, colors and functionality. This new breath of fresh air in the mid-1990s revolutionized the sex toy industry, which until then mostly relied on product

design which just tried to copy “nature.” In addition to the constantly growing demand, the

first nominations for design awards confirmed FUN FACTORY's efforts to break down inhibitions in the industry through stylish all-around design. In 2008, for its S-shaped DELIGHT, the company became the first manufacturer from the sex toy sector to be awarded a design prize. Since then a total of 21 different toys have received accolades with 63 nominations and awards for design.



The vaginal balls SMARTBALL UNO – completely re-vamped in 2013 – with one ball and the SMARTBALLS DUO with two balls stand out with a modern, sleek design that is at once feminine and functional. They were improved four-fold from the previous model: conically shaped balls now make this fitness device for the pelvic muscles easier to insert, the training effect is optimized by an improved rolling motion of the inner balls, thirdly, a shortened retrieval band ensures more comfortable wearing and finally the smooth surface of velvety soft silicone makes cleaning them child's play.

Verena Michel, product designer at FUN FACTORY, is particularly happy about the prize for her design. “Thanks to FUN FACTORY’s philosophy to enrich the sex toy market with aesthetically stylish products I have a lot of freedom in my designs. I like to find inspiration in nature, architecture or from works of art for my designs. The SMARTBALLS provided a special challenge for me - to endow a well-known and favorite product with a new more contemporary design. That it was well-received by both customers and design experts is fantastic!”



Together with other winners of the “iF design awards 2014” the SMARTBALL UNO and SMARTBALLS DUO will be exhibited from June 21 to September 21, 2014 in the Elbarkaden in the Hamburg HafenCity exhibition “iF design exhibition Hamburg”. There is also an additional exhibition in Schenzen, China from May 17 to August 31, 2014. The official awards ceremony will take place on February 28, 2014 at the BMW Welt in Munich.

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#### **About FUN FACTORY:**

FUN FACTORY, one of Europe's largest manufacturers of aesthetic and stylish love toys, has its headquarters in Bremen, Germany. From the first sketch, to the design and the technical implementation right up to completion of the toy – the trends and latest hits in the industry are and remain “Made in Germany” and come directly from this Hanseatic city. It was here that FUN FACTORY was founded in 1996 by Dirk Bauer and Michael Pahl. In 2003, the first subsidiary of FUN FACTORY opened in the USA and in 2013 a branch in Spain. Today the company has over 120 employees and makes customers from all over the world happy with its products.

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