# PRESS RELEASE

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# Design award for robot

## Schuler’s Crossbar Robot 4.0 receives prestigious Red Dot Award for product design

*Göppingen, March 30, 2015* – The Red Dot Award in the category “Industry, Machines and Robot Technology” goes to the press manufacturer Schuler. An international jury of experts chose the Crossbar Robot 4.0 ahead of more than 4,900 other entries. The award will be officially presented at a gala evening inside the Red Dot Design Museum at UNESCO world heritage site Zeche Zollverein, Essen, on June 29, 2015.

Stefan Klebert, CEO of Schuler AG, is delighted with the jury’s choice: “We are very proud to have been selected for the Red Dot Award. It shows that Schuler not only expresses high-tech in terms of its technology, but also in its top-quality design.”

The Crossbar Robot 4.0 transfers parts from one stage of a press line to the next. It can remove up to four parts at a time from the die, change their orientation where necessary, and place them directly into the next die in a single action. The Crossbar Robot 4.0 conveys up to 15 parts per minute. It is ideal for automating conventional mechanical and hydraulic press lines as well as for retrofitting existing lines. Schuler has already received orders from numerous car manufacturers and their suppliers for the Crossbar Robot 4.0.

The Red Dot Award is one of the world’s most prestigious design awards and was first bestowed 60 years ago. Schuler’s Crossbar Robot 4.0 now joins illustrious past winners from companies such as Festo, Adidas and Apple.

### Internet

[www.schulergroup.com/Automation](http://www.schulergroup.com/Automation)

[www.red-dot.de/pd](http://www.red-dot.de/pd)

### Captions

Bild1.jpg: Schuler has received the Red Dot Award for product design for its Crossbar Robot 4.0.

Bild2.jpg: The Crossbar Robot 4.0 is now entitled to proudly display the Red Dot winner label.

*Please name Schuler as the photo source.*

***About the Schuler Group –*** [***www.schulergroup.com***](http://www.schulergroup.com)

*Schuler is the technological and global market leader in forming equipment. The company offers cutting edge presses, automation, dies, process know-how and services for the entire metal forming industry and lightweight vehicle construction. Its clients include car manufacturers and their suppliers, as well as companies in the forging, household equipment, packaging, energy and electrical industries. Schuler is the market leader in coin minting presses and supplies systems solutions for the aerospace, railway and large pipe industries. In fiscal year 2014, Schuler posted sales of € 1.18 billion. With around 5,400 employees, Schuler is represented in 40 countries and is a member of the Austrian ANDRITZ Group.*