

**hagerblu**

# A New Designer Face Makes the Mark!

**hagerblu Visage** has been awarded an Australian International Design Mark in the prestigious 2009 competition held last week in Melbourne, changing the face of wiring accessory design.

The Hagerblu Visage range is the latest collaboration of international designer Erwin Van Handenhoven with local luminary Australian Rob Geddes, who in 2006 won the Australian Design Award for the original Hagerblu system. The system is unique whereby the switch base houses the technology and the 'face' is created as an interchangeable cover. The result is a fashion 'visage' with a slimline profile that can be updated as often as you change your furnishings.

Nominations for the Australian International Design Awards commenced in December 2008 when 150 entries were judged by over 600 designers, over 100 products were shortlisted and 73 finalists determined, including Hagerblu Visage wiring accessories in the hotly contested Housing & Building Category. The judges were looking for innovation, visual/emotional appeal, functionality, quality/manufacturing, human factors (ergonomics, semantics and safety) and environmental sustainability, which they identified in the Hagerblu Visage range and awarded the prestigious Australian International Design Mark.

"We are delighted to be once again recognised for our innovative design!" said Ben Kramer, CEO Hager B&R. "The Hagerblu switch system sets benchmarks in safe and clever technology. Now we also have the edge with our beautiful Visage designs."

The Hagerblu system houses clever technology behind its pretty 'visage'. Hager's unique Rotoloc® switch mechanism is locked into place like a classic bayonet light bulb. The result is the switch cannot be pushed back dangerously into the wall. Hagerblu's child safety shutter is also internally built into the powerpoint – ensuring curious children are never in danger. Hagerblu's in-built arc shields reduce visible flash when switching fluorescent lighting and the chemically resistant pivot mechanism prevents household cleaners damaging the plastic that holds the switch rocker in place - all Hagerblu innovations that together deliver a safe, technologically advanced product.

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The Hagerblu range of switch designs include: Cyberart, Glaze, Metal Mercury, Cyber, Premiere and Visage. The Visage series is available in Titanium Grey Charcoal Grey, glossy Black and classic White.

For more information concerning Hagerblu's Visage series of wiring accessories, please contact AnneMaree Fitzgerald at BRUIZE PR  
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