

Mitsubishi DIAMOND V3000 Wins Japan's "Good Design Gold Award" – First Offset Press Manufacturer to Capture Gold –

Mitsubishi's newest sheet-fed offset press – the DIAMOND V3000 – is the recipient of yet another award; this time from the Japan Industrial Design Promotion Organization (JIDPO). In addition to being named one of the 1,067 Good Design Award 2008 winners chosen from among 3,023 entries announced by JIDPO on October 8th, the press also made the "Good Design Award Best 15" list and is one of just seven entries nominated for the "Good Design Grand Award." While other offset press manufacturers have won the Good Design Award in the past, Mitsubishi is the first to make the "Best 15" list and the first to be nominated for the Grand Award – the single most outstanding entry among all awarded entries, which will be announced on November 6, 2008.



The "Good Design Award" is Japan's only comprehensive design evaluation and commendation system, tracing its origins back to the "Good Design Selection System" instituted by the Ministry of International Trade and Industry in 1957. Having achieved a foundation to nurture the industry and design of Japan, many international participants also enter this annual competition to reap the benefits of the design evaluation system. Screening of this year's award was carried out with emphasis on the perspective of people who use the products and receive the services concerned. The winners, representing an array of diversified design fields, incorporate the viewpoint "images of life in the near future and designs that lead the way to next generation lifestyles."

In evaluating the DIAMOND V3000, the press was cited for a design based on the concept of "user friendly," less visually imposing, and with considerations for the press operator's psychological well-being and work environment. The press was designed based on the "soft geometric" concept and through adoption of special materials used in its fabrication achieves a truly stylish appearance with soft contours and curvatures throughout.

Earlier this year, the DIAMOND V3000 won the 38th Industrial Machinery Design Award presented by The Japan Society of Industrial Machinery Manufacturers.

