



Verisure wins another Red Dot Design Award

Verisure, the leading provider of professionally monitored security services in Europe and Latin America, has been announced as a Red Dot Design 2025 winner, after scooping a coveted award for Packaging Design.

This is the eighth Red Dot Award overall for Verisure and their tenth international design award – the company has picked up at least one major design award every year since 2021. This includes being recognised in multiple categories such as Design Excellence in Industrial Design, Digital Design, and now Packaging Design.

In line with its ESG Strategy – as well as improving customer experience - Verisure recognised an opportunity to transform its packaging philosophy to meet and fulfil its sustainable packaging guidelines. As part of this, Verisure has invested in each stage of the packaging journey, from production to disposal, and everything in between.

Using the best and latest sustainable materials, including recycled cardboard, Verisure has avoided using coatings that might compromise the recycling capabilities of the used box and has opted for eco-friendly mineral oil-free inks on the box print. Its new flat-pack construction of its packaging also improves transport efficiency between suppliers and logistics centres and reduces costs.

'We have been recognised by ten prestigious international design awards since we made our first application in 2021. This latest award is a testament to our team's dedication to industry-leading design and innovation. Everything they do in designing the customer experience is a major priority – they step up every day to challenge the status quo and to continue shaping the security industry with landmark innovations,' says Austin Lally, Chief Executive Officer at Verisure.

Verisure has also implemented a brand refresh with a new look and feel, with a stylish layout and a choice of clean, simple graphics and typography.

The Red Dot Design Award is one of the most prestigious international design competitions, featuring a judging panel comprised of top design experts from around the world. The award recognises the best products in terms of design, functionality, and innovation.

Verisure has been a recipient of eight Red Dot Design awards over the years and, in 2024, celebrated two awards for the design of its innovative GuardVision™ Business and GuardVision™ Outdoor cameras. This completed a hat-trick of design awards for Verisure, with its GuardVision™ Photo Detector recognised in the Red Dot Design 2023 awards.

To find out more about the Red Dot Award, and how they make their award decisions, please go to <http://www.red-dot.org/>