

# PRESS RELEASE

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## Ultralight seat wins German Design Award 2021

### Salzburg-based company Alba receives award for prototypes

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Alba tooling & engineering wins one of the most important German design awards with its project partners, csi and AMC. In the category "Excellent Product Design", the ultralight construction seat was awarded gold. The jury was particularly impressed by the sporty, technical design language and the striking surface aesthetics. The ultra-light seat combines the demand for comfort, high-tech and sustainability. The factor of weight is already of decisive, especially relevance in vehicle construction – particularly in connection with the issue of sustainability. Innovative manufacturing technologies reduce the weight of the seat to less than 10 kilograms and show how lightweight construction can look in future.

#### Manufacturing and tooling technologies for the mobility of the future

The ultralight construction of the seat is based on the consistent use of the latest technologies. The award-winning lightweight seat is around 20 percent lighter than competing products. In order to realize the lightweight design concept, Alba developed innovative manufacturing and tooling technologies for ultralight PU moulded foam parts and fiber tile. In addition, a new tool concept for hybrid carbon fiber composite lightweight construction on single strands and for lightweight sandwich cladding parts from Alba specifically designed for the ultra-lightweight seat has been designed. The concept is rounded off by the use of metal and PUR 3D printing as well as sustainable and highly heat-conductive seat cover fabric. In addition to the lightweight construction record, the prototype shows what is feasible in the seating area beyond the established modular systems. The seating concept is conceivable for hypercars, sports cars or future air taxis.

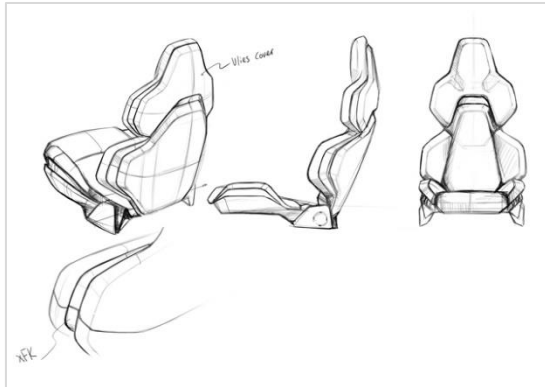
#### Ultra-lightweight seat already awarded several times

In addition to the current award with the German Design Award, the ultra-lightweight seat has already won the German Innovation Award in the categories "Automotive Technologies" and "Design Thinking" as well as the Altair Enlighten Award in the category "Future of Lightweighting".

## Pictures

### 1. Product-photos

From the first sketch via the virtual prototype to the finished ultralight construction seat.



## 2. Award-Logo



## 2. Partner-logos



### ***The Alba Group***

*Alba tooling & engineering GmbH is an international group of companies with more than 400 employees worldwide.*

*The company headquarters are located in Forstau, Austria. Alba is one of the leading specialists in the development and manufacture of innovative manufacturing systems for high-quality plastic components. Alba develops and manufactures highly complex moulds, machines and systems at 8 sites and offers individual services as a reliable system partner.*

*For 30 years, Alba has been supplying flexible solutions, either as moulds or as complete turnkey systems. The Alba company is still 100%-owned by the Naue family. In the third generation, the corporate culture in the sense of a family business is characterised by strong cohesion and fair treatment of customers, employees and partners. A mix of highly qualified engineers and highly trained skilled workers contributes significantly to the continuous further development and success of the international company. This makes Alba a global and reliable business partner.*

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