

Wellspect celebrates another Award win for LoFric® Elle™

After receiving the design prize iF DESIGN AWARD in the category Medicine/Health earlier this year, Wellspect can now call its product LoFric® Elle™ a multiple award winner. The product, which is designed to offer users a ready to use, hygienic, slim and discreet female intermittent catheter, beat out more than 6,500 other products in the competition.

The “Red Dot Award: Product Design” offers designers and manufacturers from all over the world a platform for assessing their products. In 2020, designers and companies from 60 countries entered thousands of products in the competition. The international jury is made up of experienced experts from different disciplines and has been convening for around 65 years in order to select the year’s best designs. True to the motto “In search of good design and innovation,” only the best designs receive an award.

LoFric Elle is designed to offer women a ready to use, hygienic, slim and discreet intermittent catheter. With its unique L-shaped handle LoFric® Elle™ underlines Wellspect's claim to balance aesthetics with functionality. “Wellspect doesn’t just focus on design for discretion, we offer smart and user centric design that makes a real difference for both users and healthcare professionals” says Global Product Manager of LoFric Elle Susanne Lindholm. During the whole product development process, from development to final product, Wellspect has been cooperating with more than 100 users and healthcare professionals evaluating both function and design. The project team has consisted of many women, which played an important role Lindholm underlined.

