



NEWS RELEASE

# SharkNinja Wins Three Red Dot Awards For Product Design 2019

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NEEDHAM, Mass., March 28, 2019 /PRNewswire/ -- SharkNinja, an industry leader in household innovation, has been awarded three Red Dot Awards for Product Design, acknowledging the exceptional design of the Ninja Hot & Cold Brewed System, Shark ION W1 Cordless Handheld Vacuum and Ninja Smart Screen Blender DUO with FreshVac Technology.

The Ninja Hot & Cold Brewed System offers a vast array of quality coffee and tea-brewing options, from smooth, naturally sweet cold brew in as little as 10 minutes to frothy chai lattes and cappuccinos.

The Shark ION W1 Cordless Handheld Vacuum is as sleek as it is powerful; the cordless hand vacuum weighs in at only 1.4 pounds and packs serious suction power to take on any mess with quick maneuverability and pure Shark performance.

The Ninja Smart Screen Blender DUO with FreshVac Technology is constructed with one smart base and two high-performing vessels that work together to deliver high-powered blending. FreshVac Technology locks in vitamins, reduces separation, brings out rich flavors, and keeps drinks fresh overnight.

The Red Dot Award, founded in 1955, is one of the largest and most respected product design competitions in the world. In 2019, more than 5,500 products were submitted for consideration, and each product was assessed individually by an expert jury. "Red Dot" has distinguished itself internationally as one of the most sought-after seals of quality for design.



"We are flattered to receive this prestigious award for three of our newer products," said Mark Rosenzweig, CEO of SharkNinja. "Our engineers and product designers devote a great deal of effort to every one of our products to ensure we delight consumers, so it's an honor to see these everyday-use products recognized for their design by such a world-renowned group of industry leaders."

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All three award-winning SharkNinja products were introduced in September 2018.

#### About SharkNinja

SharkNinja is an innovation leader in the housewares industry and creator of the familiar household brands Shark® and Ninja®. SharkNinja provides the latest in easy-to-use innovative technology with a growing line of solutions that consist of Shark cleaning and home-care products and Ninja kitchen appliances. Products are sold at major retailers and through distributors around the world. Ninja and Shark are registered trademarks of SharkNinja Operating LLC. For more information, visit [sharkninja.com](http://sharkninja.com).

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