

## **OPTIMA Moduline Smart honored with Red Dot Design Award 2025**

Optima was selected as one of three companies to receive the Red Dot Design Award 2025 in the machine design category for the OPTIMA Moduline Smart (MLS). The award ceremony took place on July 8th. Recognized was the functional and modular machine design that combines flexibility and quality.



The machine design of the OPTIMA Moduline Smart impressed with its functionality, clear lines and design consistency. (Source: Optima)

The MLS is characterized by a modular construction, a space-optimized design and a clear, functional appearance. The design eases operation, maintenance and assembly thanks to intuitive user guidance, smooth stainless-steel surfaces for a hygienic machine environment and a window graphic that provides a view of the machining process inside.

**OPTIMA packaging group GmbH**

Alfred-Leikam-Str. 25  
74523 Schwaebisch Hall  
Deutschland

Phone +49 791 506-0  
Fax +49 791 506-9000  
info@optima-packaging.com  
www.optima-packaging.com

Managing Directors  
Dr. Stefan Koenig  
Marco Beyl

Commercial Register  
HRB 571090 Stuttgart  
VAT-No. DE145209170  
Tax No. 84060/09756

Member of



The international Red Dot jury particularly highlighted the combination of functionality, modularity and flexibility reflected in the design of the OPTIMA Moduline Smart. A striking feature of Optima's new machine design is the illuminated 3D logo, which serves as a design seal of quality.

“With the Moduline Smart, we are offering a solution that is precisely tailored to the requirements of the cosmetics industry - with maximum investment security, maximum modularity and significantly shorter delivery times,” says Heiko Kühne, Managing Director at Optima Consumer.

The Red Dot Design Award is one of the most prestigious competitions in the field of product design worldwide and is presented annually by an international jury. The award stands for outstanding design quality and innovative design.

#### **About OPTIMA consumer**

OPTIMA consumer GmbH offers customer-specific packaging solutions for high quality consumer goods – future-oriented, sustainable and flexible. It is an expert and global partner for individual filling, primary and secondary packaging systems, from "engineer-to-order" to turnkey projects. Optima Consumer meets maximum demands for precision and product safety in the dosing and filling of solid, liquid, powder consumer goods.

#### **Press contact**

OPTIMA packaging group GmbH  
Denise Fiedler  
Group Communications Manager  
+49 (0)791 / 506-1472  
[pr-group@optima-packaging.com](mailto:pr-group@optima-packaging.com)  
[www.optima-packaging.com](http://www.optima-packaging.com)