



Press release

25th April 2024

iTD EQUIPMENT CART EARNS PRESTIGIOUS DESIGN AWARD

iTD is proud to announce that their elo-cart roll stand has earned the prestigious “iF DESIGN AWARD” for groundbreaking product design. The medical cart was singled out for superior configurability and ergonomic design by an independent jury of experts at the 2024 iF International Forum Design GmbH. These characteristics set the elo-cart apart from numerous competitors in the Medicine/Health category. This year, the international jury reviewed nearly 11,000 product submissions from 72 countries.

For iTD, the award represents an important milestone. As a medical equipment manufacturer, the company has always focused on products that combine innovation, technology, and design. These are at the core of the iTD brand name, each letter representing part of the triad.

Dr. Martin Hyca, Managing Director of iTD Europe & Asia said, „The fact that the elo-cart has now been honored with such a prestigious award for product design is very gratifying and confirms our approach.“

To design the elo-cart, iTD collaborated with Projekter out of Duisburg, Germany in 2022. Together, both companies set out to develop a new generation of lightweight medical device carts that would meet several requirements including, cost-optimized production, easy assembly, and configuration flexibility.

Ensuring the final product was also visually appealing, Projekter incorporated contours with single, smooth column, new corners, and updated colors. As a result, the elo-cart is highly functional while boasting an unmistakably modern look. It includes a multifunctional removable bin with a molded frame and removable trays, along with attachment options for various accessories. The cart is appropriate for various applications including, but not limited to ECG, ultrasound, portable endoscopy, ventilation, or as a monitor roll stand. Versatility and ergonomics are two of the unique selling points of the elo-cart, and of iTD’s entire line of medical device carts. These carts are built for daily use by hospital staff in a variety of specialties— with staff comfort and exceptional patient care in mind. On top of that, the hygienic design is easy to sanitize, for the benefit of both patients and healthcare workers.



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About the iF DESIGN AWARD:

The iF DESIGN AWARD is one of the industry's most prestigious product recognitions. It is presented annually by the iF International Forum Design GmbH to honor design achievements in the following disciplines: product, packaging, communication, and service design, as well as architecture, interior architecture, professional concept, user experience (UX), and user interface (UI). The iF Design brand is internationally recognized as a symbol of outstanding design achievements. For more information visit: <https://ifdesign.com/en/>

About Projekter:

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About iTD GmbH:

iTD GmbH is a global partner and leading manufacturer of stationary and mobile equipment carriers with over 25 years of healthcare industry experience. The company develops, manufactures, and markets innovative medical mounts, equipment carts, and arms. Their premium solutions, used comfortably and effectively in various healthcare settings, incorporate modular designs, and can be customized for a variety of functions and specialties. With headquarters in Pfarrkirchen, Lower Bavaria, and subsidiaries in the USA, Australia, China, and India, iTD employs 200 employees and representatives in 28 countries. Since 2012, the company has been part of the TouchPoint Group of companies. For more information visit: <https://itd-cart.com/en>



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