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Joewell SPM series has won an iF Gold Award 2018

Joewell SPM series, product of Tokosha Co., Ltd. has won the top distinction in this year's iF DESIGN AWARD, the iF Gold Award. From over 6,400 submissions, only 75 were awarded the gold by the independent expert iF jury.

Jury statement:

Perfect at every level, this series of professional haircutting scissors exceed even the highest expectations. Nice to look at, the tactile experience is unparalleled. Metal surface, shape, and rubber areas do a perfect job to fit one's fingers at every working angle – and finally the blade movement is extremely smooth.

Winning Product: Joewell SPM series [SPM-50, SPM-55, SPM-60]



Advantages of product:

- Blade material "Powder Metal Alloy" that has great hardness and excellent wear resistance provides long lasting cutting quality.
- 3D designed handle is easy to hold with little burden on hand, in any movement of various cutting techniques.
- Finger rest covered with silicone rubber and mat finished handle provide better grip feeling.

Award Ceremony:

The award ceremony was held at BMW Welt in Munich on March 9, 2018.



(Photo: iF Gold Award 2018 award ceremony)

About the iF DESIGN AWARD

For 65 years, the iF DESIGN AWARD has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF DESIGN AWARD is one of the most important design prizes in the world.

Please see details also on [iF WORLD DESIGN GUIDE](#), or [Joewell Scissors website](#).