

March 26, 2019

TOKOSHA CO., LTD.  
6-12-16 Honkomagome Bunkyo-ku Tokyo 113-0021 JAPAN  
TEL:03-3945-4011 FAX: 03-3945-4012  
E-mail: [tokosha@joewell.co.jp](mailto:tokosha@joewell.co.jp)

## Joewell receives Red Dot Award 2019

Joewell (Tokosha) has received “Red Dot Award : Product Design 2019” for SPM BT series.

The Red Dot Award is a world-class award presented to products released over the past two years that exhibit superiority in terms of a total of nine aspects, including innovation, functionality, ergonomics, ecology, and durability. More than 5,500 entries were submitted for the "Red Dot Award: Product Design 2019," which were judged by a panel of recognized design specialists from around the world.

### ■Winning Product:

Joewell SPM BT series [SPM-55BT, SPM-60BT]



**reddot** award 2019  
winner



### ■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.
- Beautiful appearance by black titanium coating.