

## Fujitsu General KL Series Air Conditioner Wins Red Dot Design Award 2025

### Simple Beauty Embraced Across Cultures

Fujitsu General today announced that the KL Series—designed for high-temperature regions overseas—has won the Red Dot Design Award 2025, one of the world’s top three design awards. The series also received the Good Design Award 2024<sup>\*1</sup>, making this its second recognition in a prestigious international design award. This marks the seventh consecutive year, since 2019, that a Fujitsu General product has been recognized with a Red Dot Design Award.

The series delivers excellent cooling performance even in outdoor temperatures up to 52°C, despite its compact design<sup>\*2</sup>. Developed in response to the extreme heat caused by climate change, the series has been sold since 2023, mainly in Southern Europe, Asia, and North America.

<sup>\*1</sup> Good Design Award 2024 Press Release: <https://www.fujitsu-general.com/shared/pdf-fcgl-news-24-Y09-30-01.pdf>

<sup>\*2</sup> KL Series indoor unit dimensions: 250 mm (H) × 770 mm (W) × 218 mm (D)

The KL Series follows the “Premium Standard” concept: standard in price and market position, yet superior in quality, raising the value of standard models.

Designed for diverse regions such as Southern Europe, Asia, and North America, the series features a simple design that transcends cultural boundaries. In Europe in particular, there is a deep cultural appreciation for the warmth of historic buildings and traditional furnishings. Home appliances are expected to blend harmoniously into living spaces, rather than stand out to emphasize technology or convenience. Careful design adjustments were made to minimize structural gaps and grooves, achieving a refined, seamless appearance.



KL Series Indoor Unit

#### ■ Red Dot Design Award 2025 Jury Comment

The form of the wall-mounted air conditioner consistently follows the purpose. The minimalist design focusses on functional clarity and effective performance.



**reddot winner 2025**

#### ■ Comment from the Designers

Shintaro Ueno (Group Manager) and Shingo Iwasa (Designer), Product Design Group, Design Division

We believe that paying close attention to daily life and refining every detail with care helps build lasting trust. Even with the high-performance KL Series, we aimed for a refined and simple design that also offers visual appeal. We are deeply honored that this award recognizes the design efforts we have made.

We hope the KL Series will serve as a new standard that balances affordability and quality, and will see long-term use by many.

Fujitsu General has set forth the vision of “Creating a Life Conditioner.” The company declares its commitment to providing comfort through our products and services that protect All of LIFE—including the smiles of future generations and the global environment. By respecting diverse values and cultures, the company delivers products that offer comfort beyond performance to customers worldwide.

#### Contact Us

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[www.fujitsu-general.com/jp/contact/news.html](http://www.fujitsu-general.com/jp/contact/news.html)

## Reference

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### ■ About the Red Dot Design Award

The Red Dot Design Award is one of the world's top three design awards, with nearly 70 years of history since its founding in 1955. Hosted by the Design Zentrum Nordrhein Westfalen in Germany, it is recognized as an internationally prestigious award.

The Product category evaluates designs launched globally within the past two years, based on nine criteria including innovation, functionality, and durability. Around 40 international experts individually evaluate each product under the motto "In search of good design and innovation."

Red Dot Design Award Website: <https://www.red-dot.org/award>