

# "Less but better"

Dieter Rams

# Ten principles of good design

### Braun design

As head of design at Braun, **Dieter Rams** emerged as one of the most influential industrial designers of the late 20th century by defining an elegant, legible, yet rigorous visual language for its products. He defined ten principles of good design.

#### Good design...

- 1. is innovative
- 2. makes a product useful
- 3. is aesthetic
- 4. makes a product understandable
- 5. is unobtrusive
- 6. is honest
- 7. is long-lasting
- 8. is thorough down to the last detail
- 9. is environmentally friendly
- 10. is as little design as possible





In 1921, engineer Max Braun established his company in Frankfurt am Main, first making radio parts and by 1929 complete power amplifiers and radio sets. Max Braun was one of the first manufacturers in Europe to combine radios and record players in a single unit.

During World War II. Braun was compelled to more or less abandon products for the civilian sector, and in 1944, the Frankfurt factories were nearly entirely destroyed. With 150 employees, Max Braun began rebuilding his company in 1945.

Max Braun died suddenly in November 1951. His sons Artur (26) and Erwin (30) had to take over company management from one day to the next. As early as 1951. Braun brothers introduced an employee magazine, soon followed by the groundbreaking Braun Health Center and a modern cafeteria offering high-quality, nutritious meals - traditions continued up until today.

The Braun logo with the distinctive raised and rounded "A" in the middle was born in 1934.



1950 saw the launch of the first electric shaver, the "S 50", combining an oscillating cutter block with an ultra-thin yet stable steel foil clamped above it. This principle - in further refined and perfected form - is employed in Braun shavers up to the present day.



The starting point for the new design concept was a positive assessment of the potential shopper: intelligent and open-minded, someone who appreciated unobtrusive products which left him or her ample freedom for personal fulfilment.

After a landmark speech by designer Wilhelm Wagenfeld on industrial design and the responsibility of the entrepreneur, Erwin Braun felt so strongly confirmed in his plans that he immediately commissioned Wagenfeld with a design assignment. Seeking further designers, Braun in late 1954 discovered the fledgling "Hochschule fuer Gestaltung" design academy in Ulm, which set out to carry on the work of the Bauhaus

movement disbanded by the Nazis in 1933.



The hiring of 23-year-old Dieter Rams, in 1955, had far-reaching implications. Rams started as an interior designer and soon became the nucleus of Braun's own design department. Gradually, the new design style spread not only to the entire product line, but also to all communications instruments – from stationery and use instructions all the way to advertising. This gave Braun a corporate identity long before the term was even coined



#### TFG2 (1968)

The new design concept implemented by Dieter Rams and the Braun design team quickly gained fame; as early as in the late 1950's, Braun products were selected for prestigious permanent collections such as at the MoMa in New York. During this period, Braun's traditional strength in radios, record players and combined hi fi units continued



In the 1990's two important business segments emerged: electrical oral care and female hair removal. A unique partnership between Braun and Oral-B led to the creation of electric toothbrushes designed by the Braun design team – a partnership still successful today within P&G. Braun also acquired Silk-épil epilators and expanded this into a leading international brand for female beauty.

1955

1958

1997



SK4 (1956)

**1980** 

Clocks, watches and calculators were important primarily in the 1980's and set new design standards for clarity and reduction, combined with innovative technology. During the 1980's Braun concluded its presence in the HiFi business with an exclusive 'Limited edition' to then focus on the more lucrative small appliance sector, in particular personal care and household products. Shavers became - and still are today - the biggest business segment for Braun. featuring design innovations such as two-component molding to achieve soft nubs on a hard housing, for better handling.



ABW30 (1982)

ET66 (1987)

2011

Today Braun focuses on the four

key segments: male grooming with Braun Series electric shavers, female

grooming with Silk-épil epilators, Satin Hair with hair care appliances

and household with Multiquick hand

blenders and other useful kitchen

helpers. The company's values still

share the original vision of the Braun

brothers: creating products based on

respect for people - employees and

customers - and using design as an

essential medium to achieve this. As

expressed by Braun's Head of De-

sign Oliver Grabes, Braun's design

philosophy is based on its rich past tradition, but it continues to evolve to

meet consumer needs of the future.

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#### **BNC016**

The Digital VA LCD Alarm clock received an iF award in 2015 from the jury of international design experts. Its ergonomic design allows for better visibility from all angles and an integrated large snooze button doubles up to provide stability.









#### BN0171

This full ceramic analogue watch received an iF award and a German Design Award in 2015 from the juries of international design experts. A concept watch that is even better in reality, it is a stunning physical interpretation of Braun's 'less, but better' product design philosophy.







#### German Design Award



Braun watches and clocks were awarded a total of four German Design Awards at the annual awards ceremony in Frankfurt on 7th February 2014. The German Design Award is an international premium prize, which successfully enhances the standing of both designers and companies. Prizes are awarded to top quality products and projects from product and communication design, design personalities and newcomers, all of whom are —in their own way— pioneering in German and international design landscape. As an industry competition for the industry that highlights participants' great design expertise, the German Design Award has an excellent public image. This is also down to the reputation of its organizer, the German Design Council, which has been representing and supporting the German design industry with its expertise in all questions relating to design for 60 years now. To win a German Design Award on the occasion of the anniversary of the German Design Council is especially significant — it stands for 60 years of design culture.



#### BN0095

Following the IF and Red dot awards of 2013, this unique watch was recognised once again – this time receiving four German Design Awards from a jury of leading international design experts in 2014.







#### iF award





Braun watches and clocks were awarded a total of four prestigious iF awards and six acclaimed gold iF awards at the annual ceremony in Munich on 22nd February 2013. The iF design award was established in 1953 and is one of the most highly sought after awards for design excellence.

#### Red Dot design award





winner 2013

reddot design award reddot design award honourable mention 2013

Braun watches and clocks were awarded a total of two prestigious Red Dot awards and four acclaimed Red Dot 'honourable mentions' in 2013. The Red Dot design award dates back to 1955 and is now one of the world's largest and most distinguished design competitions. Red Dot stands for belonging to the best in design and business.







### BNC009BK, BNC009WH

Following the Red dot awards of 2012 these exceptional Braun Digital alarm clocks were recognised once again - this time receiving two gold iF awards from the jury of leading international design experts in 2013.







### BNC010BK, BNC010WH

Following the Red dot awards of 2012 these exceptional Braun Digital FM/AM radio clocks were recognised once again - this time receiving two gold iF awards from the jury of leading international design experts in 2013.



#### BNC013BK, BNC013WH

The new Braun Digital weather station clock has been immediately recognised as a design icon by receiving two gold iF awards and two Red Dot design awards from the juries of leading international design experts in 2013. This clock reinvents the traditional weather station. Its beautiful form has been created to be a show-piece in the home, whilst the unique customisable interface is truly a pleasure to use.



#### BN0095

Following the success of the Braun Prestige digital watch in 2012, where it won both the iF award and Red dot award, the new Braun Prestige analogue watch has itself been recognised by receiving four iF awards and four Red Dot 'honourable mention' awards from the juries of leading international design experts in 2013. The case of this Braun analogue watch is carved of one single block of steel. This one-piece' construction eliminates the need for a case-back and in turn removes the element of potential leakage. The Swiss movement is mounted into the case from the top before being covered and sealed by the sapphire crystal. This allowed the Braun designers to taper the bottom part of the watch more elegantly and attach the band lugs in such a way that would not be possible with conventional watch construction.

#### iF award



Braun watches and clocks were awarded a total of six prestigious iF awards and two acclaimed gold iF awards at the annual ceremony in Munich on 9th February 2012. The iF design award was established in 1953 and is one of the most highly sought after awards for design excellence. Braun is world renowned for its characteristic, style-defining form language. It is Braun's comprehensive technical and design quality that makes every product so fascinating. The reflection of this technical excellence in the design of Braun products has become a watchword in international industry in the 20th and 21st centuries.

#### Red Dot design award





reddot design award winner 2012 reddot design award honourable mention 2012

Braun watches and clocks were awarded a total of ten prestigious Red Dot awards and two acclaimed Red Dot 'honourable mentions' The Red Dot design award dates back to 1955 and is now one of the world's largest and most distinguished design competitions. Red Dot stands for belonging to the best in design and business. Excellent design is selected by competent expert juries in the areas of product design, communication design, and design concepts. Winning products are presented in the Red Dot Design Museum on the premises of the historical Zollverein Coal Mine Industrial Complex in Essen. In 2012, 1800 companies and designers from 58 countries registered to the "Red Dot award: product design". Within the competition's 19 different categories, a total of 4515 registrations were submitted, but only the best were awarded.





reddot design award winner 2012

### Braun Digital clock range

The Braun Digital travel, alarm and radio clocks received six Red Dot awards from the jury of leading international design experts in 2012. This range of innovative and cutting edge clocks are designed for the 21st century, reflecting Braun's core philosophy that design mirrors functionality. Here technical excellence and quality combine to form the new aesthetic.



BN0035WHBKG



### Braun Classic chronograph

The outstanding design concept of the Braun Classic chronograph watch received two Gold iF product design awards and two Red Dot honourable mentions from the juries of leading international design experts in 2012. This watch exemplifies clean, modern design, making it timelessly classic.



BN0106SLBTG



### Braun Prestige digital

The Braun Prestige digital watch received four iF and four Red Dot product design awards from the jury of leading international design experts in 2012. The state of the art technology is reflected in its cutting edge design, encapsulating Braun's core values of functionality, quality and aesthetics.



BN0115WHBKBKG



### Braun Sports chronograph

The Braun Sports chronograph watch received two iF product design awards from the jury of leading international design experts in 2012. The one-piece integrated flow of the high grade silicon strap together with the stainless steel bezel creates a functional aesthetic that resonates with modern times.



Watches

Clocks Calculators

# **BN0021**

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- New leather strap
- Ø38mm x D9mm







BN0021BKBKG



BN0021WHBRG

# **BN0024**

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- New leather strap
- Ø38mm x D8.5mm







BN0024WHBKG



BN0024BKBRG



# **BN0035**

- Quartz chronograph movement
- Date display
- 50m water resistant
- Stainless steel case
- Snap case back
- Scratch resistant mineral glass
- New leather strap
- Ø40mm x D9.5mm
- iF and Red Dot awards 2012





2012 GOLD

red<mark>dot</mark> design award honourable mention 2012













BN0035SLBRG



BN0035BKBKG



BN0035BKBRG

# **BN0142**





26

# **BN0159**

- Quartz 3 hand movement
- Digital display
- 12/24 hour time display
- Dual time
- Day, date, year function
- Alarm
- Chronograph
- EL backlight
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Rubber strap
- W44mm x H52mm x D11mm











# **BN0211**

#### Classic slim watch

- Quartz 3 hand movement
- 30m water resistant
- Matt stainless steel case
- Bespoke screw on case back
- Scratch resistant mineral glass
- Fine mesh strap
- Ø38mm x D6.5mm







BN0211BKSLMHG

# **BN0011**

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Leather strap
- Ø33mm x D8mm







BN0011BKBKL

# **BN0021**

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Leather strap
- Ø31mm x D8mm







BN0021WHWHL



BN0021BKBKL

# **BN0031**

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Mesh strap
- Ø33mm x D8mm







BN0031WHSLMHL

# **BN0031**

- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Snap case back
- Scratch resistant mineral glass
- Leather strap
- Ø33mm x D8mm







BN0031SLBGL



# **BN0211**

### Classic slim watch

- Quartz 3 hand movement
- 30m water resistant
- Matt stainless steel case
- Bespoke screw on case back
- Scratch resistant mineral glass
- Fine mesh strap
- Ø32mm x D6.5mm







BN0211WHSLMHL

### Unisex

# **BN0171**

- Quartz 3 hand movement
- 30m water resistant
- Ceramic case
- Ceramic bracelet
- Scratch resistant mineral glass
- Ø38mm x D9.5mm











BN0171GYGYG



BN0171BKBKG

# **BN0046**

### **Digital watch**

- Digital display
- 12/24 hour time display
- PM indicator
- Date
- 50m water resistant
- Matt black plated stainless steel case
- Screw on case back
- Scratch resistant mineral glass
- Leather strap
- W36mm x H36mm x D7.3mm







BN0046BKBKG

## **BN0076**

#### **Digital watch**

- Digital display
- Electro luminescent display
- Time/Date
- 30m water resistant
- Matt stainless steel case
- Screw on case back
- Scratch resistant mineral glass
- Leather strap
- W30mm x H41mm x D10mm









BN0076SLBKG

## **BN0111**

#### Sports watch

- Quartz 3 hand movement
- 50m water resistant
- Scratch resistant mineral glass
- Matt plastic case
- Screw on case back
- Silicone strap
- Ø46mm x D12.5mm





BN0111WHGYG









BN0111BKBKG

## **BN0115**

### Sports watch

- Quartz chronograph movement
- 50m water resistant
- Scratch resistant mineral glass
- Matt plastic case
- Screw on case back
- Silicone strap
- Ø46mm x D12.5mm
- iF award 2012









BN0115WHBKBKG



#### Ladies

## **BN0111**

#### Sports watch

- Quartz 3 hand movement
- 50m water resistant
- Scratch resistant mineral glass
- Matt plastic case
- Screw on case back
- Silicone strap
- Ø35.5mm x D9mm







BN0111WHPKL



BN0111WHGRL

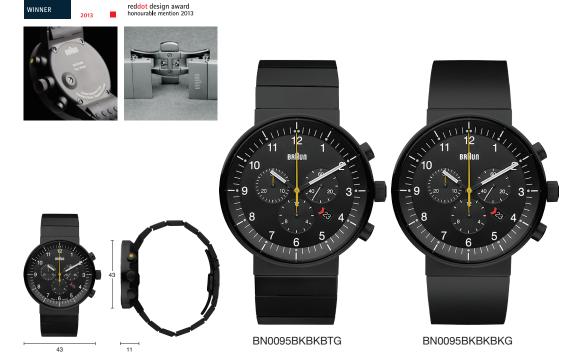
## **BN0095**

#### Prestige watch

- Ronda quartz chronograph movement
- Date display
- 50m water resistant
- One-piece, top loading case construction
- Matt stainless steel case
- Sapphire glass
- Black rubber strap
- Stainless steel bracelet
- Ø43mm x D11mm
- iF award 2013
- German Design Award 2014

product design award





### **BN0106**

#### Prestige watch (German made)

- Ven\_10.1 digital module
- LC display backlit by LED
- EasySkroll® V2.0 operating system
- Energy saving motion detector
- Updatable software
- Chronograph & Countdown
- 100 year perpetual calendar with day (5 languages)
- 30m water resistant
- Stainless steel case
- K1 hardened crystal
- Scratch resistant mineral glass
- Black rubber strap
- Stainless steel bracelet
- W36.7mm x H42mm x D10mm
- iF and Red Dot awards 2012







BN0106SLBKG





reddot design award winner 2012















BN0106BKBKG

## **BN0221**

#### Prestige slim watch

- Ronda swiss made movement
- Quartz 3 hand movement
- 50m water resistant
- Matt stainless steel case
- Bespoke screw on case back
- Sapphire glass
- Black super soft rubber strap
- Ø40mm x D7mm



BN0221BKSLBKG







BN0221BKBKG











## **BNC001**

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W69mm H69mm x D37mm
- Battery included







BNC001WHWH



BNC001GYGY



BNC001BKBK

## **BNC002**

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W57mm x H57mm x D27mm
- Battery included



















BNC002WHWH



BNC002GYGY



BNC002BKBK

## **BNC004**

- Alarm clock
- Crescendo alarm
- Voice activated snooze function
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W65mm x H81mm x D37.5mm
- Battery included









BNC004WHWH



BNC004GYGY



BNC004BKBK

## **BNC005**

- Alarm clock
- Crescendo alarm
- Motion activated snooze
- World time zone map
- Torch light
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W72mm x H78mm x D30mm
- Battery included







BNC005WHWH



BNC005GYGY



BNC005BKBK

## **BNC007-DCF**

- Alarm clock
- Radio controlled movement
- BNC007-MSF version available
- Crescendo alarm
- Snooze function
- Light with delay
- Precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W80mm x H80mm x D57.5mm
- Battery included







BNC007WHWH-DCF



BNC007GYGY-DCF



BNC007BKBK-DCF

# BNC007 (Non RC)

- Alarm clock
- Crescendo alarm
- Snooze function
- Light with delay
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W80mm x H80mm x D57.5mm
- Battery included







BNC007WHWH



BNC007GYGY



BNC007BKBK

## **BNC011**

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Unique pivot alarm system
- Easy to read dial layout
- Matt case and dial
- W73mm x H77mm x D51mm
- Battery included



BNC011WHWH











BNC011GYGY



BNC011BKBK

## **BNC012**

- Alarm clock
- Crescendo alarm
- Quiet German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W75mm x H75mm x D35mm
- Battery included









BNC012WHWH



BNC012GYGY



BNC012BKBK

## **BNC008-RC**

- Travel alarm clock
- Reverse LCD display\*
- Global radio controlled movement
- Non-RC version available
- Snooze function
- Backlight
- 12/24 hour display
- Easy to read display
- Quick set function
- Matt case
- W57.5mm x H57.5mm x D20mm
- Battery included
- Red Dot award applies to white and black versions



BNC008WH-RC



red<mark>dot</mark> design award winner 2012







BNC008BK-RC











BNC008GY-RC
\*Positive LCD display only

# BNC009-RC

#### Digital clock

- Alarm clock
- Reverse LCD display\*
- Global radio controlled movement
- Non-RC version available
- Snooze function
- Backlight
- 12/24 hour display
- Easy to read display
- Quick set function
- Matt case
- W75.5mm x H75.5mm x D45mm
- Battery included
- Red Dot and iF awards apply to white and black versions



red<mark>dot</mark> design award winner 2012

















BNC009WH-RC



BNC009BK-RC



BNC009GY-RC
\*Positive LCD display only

## **BNC010-SRC**

- Radio alarm clock
- Reverse LCD display\*
- Global radio controlled movement
- Snooze function
- Backlight
- FM/AM radio with 6 preset function
- Volume control
- Digital tuner
- 12/24 hour display
- Easy to read display
- Quick set function
- Matt case
- W180mm x H90mm x D45mm
- DC adaptor option
- Battery included
- Red Dot and iF awards (white and black versions)



















BNC010WH-SRC



BNC010BK-SRC



\*BNC010GY-SRC

\*Positive LCD display only

# **BNC013-RC**

- Weather station clock
- Reverse LCD display
- Global radio controlled movement
- Time, alarm time, indoor and outdoor temperature/humidity
- Weather forecast for next 12-24 hours
- Mode functions for individual setting
- Snooze function
- Backlight
- 12/24 hour display
- Easy to read display
- Quick set function
- Outdoor sensor included
- Main unit: 88mm x 130mm x 47mm Sensor: 62mm x 62mm x 26mm
- DC adaptor option
- Batteries included
- Red Dot and iF awards























BNC013WH-RC





BNC013BK-RC

## **BNC015-RC**

- Projection clock
- Reverse LCD display
- Global radio controlled movement
- Motion activated projection of time
- 3 levels of projection brightness
- Snooze function
- Backlight
- 12/24 hour display
- Quick set function
- W130mm x H90mm x D49mm
- DC adaptor included
- Batteries included







BNC015WH-RC













BNC015BK-RC

### **BNC016**

#### **Digital clock**

- LCD alarm clock
- Vertical alignment LCD display\*
- 4 levels of display brightness
- Touch snooze function
- 12/24 hour display
- Quick set function
- W140mm x H60mm x D150mm
- DC adaptor included
- Button cell back up battery included













\*Vertical alignment (VA) displays are a form of LCDs in which the liquid crystals naturally align vertically to the glass substrates. When no voltage is applied, the liquid crystals remain perpendicular to the substrate creating a black display between crossed polarizers. When voltage is applied, the liquid crystals shift to a titled position allowing light to pass through and create a gray-scale display depending on the amount of tilt generated by the electric field. The resulting appearance to the viewer is remarkable.

## **BNC014-RC**

#### Digital wall clock

- Wall clock
- Reverse LCD display\*
- Global radio controlled movement
- Non-RC version available
- Time, alarm time, date, day of the week, indoor temperature/humidity
- Folding table stand
- 12/24 hour display
- Easy to read display
- Quick set function
- 211mm x 211mm x 23mm
- Batteries included





BNC014WH-RC











BNC014BK-RC



BNC006BKBK-DCF

## **BNC006-DCF**

#### Classic wall clock

- Wall clock
- Radio controlled movement
- BNC006-MSF version available
- LCD seconds/date display
- Precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W201mm x H201mm x D32mm
- Battery included









BNC006WHWH-DCF



BNC006GYGY-DCF



BNC006BKBK

# **BNC006 (Non RC)**

#### Classic wall clock

- Wall clock
- German precision quartz movement
- Easy to read dial layout
- Matt case and dial
- W201mm x H201mm x D32mm
- Battery included



BNC006WHWH







# BNC017 (DCF)

### Classic large wall clock

- Large wall clock
- Radio controlled movement
- Plastic lens
- Easy to read dial layout
- Matt case and dial
- W Ø300mm x D42mm
- Battery included



BNC017BKBK-DCF



BNC017WHWH-DCF



# BNC017 (Non RC)

### Classic large wall clock

- Wall clock
- Precision quartz movement
- Plastic lens
- Easy to read dial layout
- Matt case and dial
- W Ø300mm x D42mm
- Battery included



BNC017BKBK







Watches Clocks

Calculators



#### Calculator

## **BNE001**

#### Calculator

- Calculator
- 8 digit operating capacity
- Automatic power off
- Protective slide cover
- 77mm x 137mm x 10mm 82mm x 139mm x 16mm (incl. cover)
- Button cell battery included









BNE001WH



BNE001BK

