*Red Dot Award: Product Design 2025 for ELEKTRA*

**Award for outstanding design in niche lighting**

**ELEKTRA has won the coveted Red Dot Award for its simple and slim niche lighting solution. The LD8177 LED system was recognized by the jury in the Product Design discipline for superior design.**

Simple, but visually captivating illumination of niches can be a big challenge. ELEKTRA, a company from Enger in North Rhine–Westphalia specialising in LED lighting, has developed a solution that has now won the Red Dot Award for design. The slender, minimalist LD 8177 LED system is a bright and effective means of illuminating the rear walls of kitchens and living rooms.

“The prestigious Red Dot Award is a great honour for us,” says ELEKTRA’s Managing Director Boris Niessing. “It shows we’re on the right path with our lighting solutions, which emphasize attractive design.”

The special feature of the LD 8177 is that the customer can easily add additional elements such as shelves or holders to the system. Different versions create an ambience that radiates light either upwards, downwards or to the rear, combining the niche and the furniture into a single unit. “A strip of small, closely spaced LEDs provides homogeneous, indirect and glare-free lighting,” explains Henrik Bültmann, Head of Development and Design at ELEKTRA. “The design concept of the LD 8177 fits a 16 mm grid, which means it fits in visually with all standard furniture grids.” The new system can also be used as illumination in other rooms, such as hotel rooms or bedrooms, where it can be installed behind the bed.

**About the award**

The Red Dot Award for Product Design is given out at one of the world’s most important design competitions. Since 1955 it has honoured products with designs of particularly high quality. The independent Red Dot Jury evaluates entries on the basis of four quality principles: function, aesthetics, usability and responsibility. In 2025 the jury was made up of 43 experts from 21 countries and a variety of disciplines – among them designers, professors, journalists and consultants. Entries were submitted from more than 60 countries and were carefully scrutinized and discussed by the jury.

Further information on LD 8177 niche lighting is available here:
[elektra.de/en/niche-lighting-ld8177/](https://elektra.de/en/niche-lighting-ld8177/)

**Service for editors**

 **Meta title:** ELEKTRA LD 8177 niche lighting wins Red Dot Award for Product Design

**Meta description:** Prize winner: LD 8177 niche lighting from ELEKTRA wins renowned Red Dot Award. The jury was impressed by the outstanding design.

**Social media post:** Brilliant success: LD 8177 niche lighting from ELEKTRA wins renowned Red Dot Award in the Product Design category, setting new standards for simple, visually attractive rear wall illumination in kitchens and living rooms.

**Images:**

**Captions:**

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**Image 1:** Winner of the Red Dot Award for Product Design 2025: the atmospheric and glare-free ambient lighting system enhances niches.



**Image 2:** The Red Dot Award for Product Design is given out at one of the world’s most important design competitions. In 2025, entries were submitted from more than 60 countries and were carefully appraised and discussed by the jury.



**Image 3:** Boris Niessing, Managing Director of ELEKTRA, is proud of the Red Dot Award for outstanding design in niche lighting.

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**Image 4**: Henrik Bültmann, Head of Development and Construction at ELEKTRA, designed the LD 8117.

**Photo credits:** Images 1, 3 and 4:ELEKTRA GmbH, Image 2: Red Dot

**The high-resolution image material is available** [**here**](https://newcloud.a1kommunikation.de/index.php/s/hyzLm0kq0P60DYz) **to download.**

**About the company**

ELEKTRA GmbH, a member of EHLEBRACHT Group, is a leading German manufacturer of technically innovative, highly functional lighting systems and a system supplier for plastics and electrical engineering in the furniture, kitchen, store outfitting and industry. Alongside the highest product quality, the company also strives for an environmentally friendly approach. ELEKTRA not only focuses on intelligent solutions, but also on increasingly sustainable manufacturing processes. With 1,200 employees worldwide in Germany, USA and China, ELEKTRA supplies its worldwide customers with ready-to-connect lights and lighting systems as well as products for OEM partners. For more information, see: [www.elektra.de/en](http://www.elektra.de/en/)

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