# Plusoptix A20 by Pelzel Produkt Design - Wolfgang Pelzel Wins Bronze in A' Medical Industry Awards

*Innovative Binocular Autorefractor Design Recognized for Excellence in Medical Product Design*

COMO, CO, ITALY, September 25, 2024 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of medical product design, has announced [Plusoptix A20](#) by [Pelzel Produkt Design - Wolfgang Pelzel](#) as a Bronze winner in the Medical Devices and Medical Equipment Design category. This prestigious recognition highlights the exceptional design and innovation behind Plusoptix A20, a binocular autorefractor that empowers eye care professionals to detect vision disorders in patients as young as 5 months old.



Plusoptix A20

The A' Medical Devices and Medical Equipment Design Award is highly relevant to the medical product industry, as it showcases designs that align with current trends and needs while advancing industry standards and practices. Plusoptix A20's recognition underscores its practical benefits for users, the industry, and other stakeholders, emphasizing its utility and innovation in the field of vision screening and eye care.

Plusoptix A20 stands out in the market with its unique ability to measure the refractive state of both eyes simultaneously from a distance of 1 meter within seconds, even with uncooperative patients. The design's clear and reduced aesthetic prioritizes safety, ergonomics, intuitive operation, and reliability. With no moving parts, Plusoptix autorefractors are free from physical wear and tear, ensuring long-lasting performance.

This recognition from the A' Medical Devices and Medical Equipment Design Award serves as motivation for Pelzel Produkt Design - Wolfgang Pelzel to continue striving for excellence and innovation in their future projects. The award inspires the brand's team to further explore and develop cutting-edge solutions that enhance the field of medical product design and ultimately benefit patients and healthcare professionals alike.

Interested parties may learn more about the award-winning Plusoptix A20 design at:
https://competition.adesignaward.com/ada-winner-design.php?ID=160611

About Pelzel Produkt Design - Wolfgang Pelzel
Pelzel Produkt Design - Wolfgang Pelzel is a German design firm that specializes in creating innovative medical devices and equipment. With a focus on functionality, ergonomics, and aesthetics, the company strives to develop products that improve patient care and enhance the user experience for healthcare professionals. Pelzel Produkt Design - Wolfgang Pelzel's commitment to excellence and attention to detail has earned them recognition in the industry.

About Plusoptix GmbH
Since 2001, Plusoptix has been developing, manufacturing, and marketing handheld, binocular photorefraction instruments at the company's headquarters in Nuremberg, Germany. With a presence in more than 60 countries worldwide, Plusoptix is committed to delivering the highest measurement accuracy and product quality "Made in Germany." The company offers solutions for optimal process integration, connection with Electronic Medical Record systems, and outstanding customer service, solidifying its position as the world leader in binocular photorefraction.

About Bronze A' Design Award
The Bronze A' Design Award recognizes outstanding designs in the Medical Devices and Medical Equipment Design category that demonstrate a high level of creativity, practicality, and adherence to industry standards. The award acknowledges designers who skillfully blend form and function, offering solutions that enhance patient care and wellbeing. Winning designs are selected based on criteria such as innovation, patient safety, ergonomics, ease of use, clinical efficacy, manufacturing feasibility, environmental impact, cost-effectiveness, and adherence to medical regulations.

About A' Design Award
The A' Medical Devices and Medical Equipment Design Award is a prestigious international competition that recognizes exceptional design in the medical technology industry. Organized annually since 2008, the award welcomes entries from innovative design agencies, companies, brands, and designers worldwide. Through a rigorous blind peer-review process, a panel of expert jury members evaluates entries based on pre-established criteria, ensuring that only the most outstanding designs receive recognition. By participating in the A' Design Award, entrants gain global exposure, demonstrate their creativity, and contribute to advancing the medical product industry. Interested parties may learn more about the A' Design Awards, explore jury

members, view past laureates, and participate with their projects at
https://medicalproductaward.com

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