Milk Easy Plus by Florian Seidl Wins Silver in A' Appliance Industry Awards

Lavazza Milk Easy Plus Frother Recognized for Excellence in Home Appliances Design



Milk Easy Plus

COMO, CO, ITALY, September 15, 2026 /EINPresswire.com/ -- The A' Design Award has announced Milk Easy Plus, a frother designed by Florian Seidl for Lavazza, as a Silver winner in the Home Appliances Design category. The A' Design Award is an international juried competition that is highly respected within the home appliance industry and the broader field of design. This Silver A' Design Award recognition acknowledges the considerable effort, skill, and thoughtful design invested in Milk Easy Plus. The distinction places the work among a selection of designs evaluated for their functionality, aesthetics, and contribution to the field. For Florian Seidl and Lavazza, the recognition affirms a careful balance of practicality and refined form.

The A' Home Appliances Design Award holds relevance not only for the winning team but also for the wider industry and for consumers seeking quality and convenience. Milk Easy Plus responds to current interest in versatile home beverage preparation, supporting both dairy and plant based milk for a range of hot and cold drinks. The design reflects contemporary expectations for user friendly operation, easy maintenance, and responsible material use. By incorporating post consumer recycled plastics while maintaining high standards of quality, the product aligns with evolving sustainability practices in the home appliance sector. These attributes offer practical benefits to users while supporting broader industry progress.

Milk Easy Plus features a compact, conical shape and a user friendly interface inspired by the

Tabli machine, completing the Lavazza product range with a coherent form language. A single button allows users to switch between preparations, including hot milk, foamed milk, and hot or cold cappuccino. A transparent lid permits monitoring of the frothing progress, while the magnetic whisk is simple to remove and wash. The coated vessel can be rinsed and cleaned with ease, and the construction combines injection moulded ABS, a coated milk container, pad printed branding, and silicone rubber elements. Its classical appearance and straightforward operability distinguish the product through clarity rather than complexity.

This recognition may inform future directions for Lavazza as the second generation Milk Easy Plus replaces a successful predecessor and continues a consistent design vocabulary. The achievement encourages further exploration of compact, sustainable, and approachable home appliances. For the design team, the Silver A' Design Award serves as motivation to continue refining products that meet practical needs while expressing a clear aesthetic. Such recognition supports ongoing commitment to thoughtful innovation across the brand portfolio.

Interested parties may learn more about the award-winning design at the dedicated page provided by the A' Design Award.
https://competition.adesignaward.com/ada-winner-design.php?ID=183429

About Florian Seidl
Florian Seidl is an Austrian designer with several years of professional experience. He has contributed significant work for well known companies such as Fiat and KTM, as well as non-automotive brands including Lavazza. His approach is characterized by a strong feeling for brand identity and a consideration of the bigger picture beyond a project as a mere product. Florian Seidl is based in Italy.

About Lavazza
Luigi Lavazza S.p.A. is an Italian manufacturer of coffee products, founded in Turin in 1895 by Luigi Lavazza. The company began from a small grocery store in Via San Tommaso 10 and grew over the decades into an internationally recognized name. Lavazza invented the concept of the coffee blend, the art of combining different types of coffee to achieve and maintain certain characteristics and quality. Today, Lavazza ranks among the world's leading coffee roasters, continuing to develop products that bring authentic Italian coffee experiences to homes worldwide.

About the Silver A' Design Award Recognition
The Silver A' Design Award recognizes designs that demonstrate notable excellence and innovation within their field. In the Home Appliances Design category, evaluation considers criteria such as innovation in functionality, uniqueness of design, user friendly interface, aesthetic appeal, ergonomic efficiency, energy efficiency, use of sustainable materials, durability, integration with smart technology, compactness, ease of maintenance, safety features, and environmental impact reduction. Recipients are acknowledged for their contribution to advancing industry standards and the practice of design. The recognition reflects a careful

balance of technical capability, artistic skill, and practical value. Designs bearing this distinction illustrate considerable expertise and a meaningful impact on everyday life.

About A' Design Award
The A' Home Appliances Design Award is an esteemed competition that welcomes participants from across the home appliance industry, including designers, design agencies, companies, manufacturers, and brands. Entries are evaluated through a blind peer review process and assessed against pre-established criteria by a world class jury panel composed of design professionals, home appliance industry experts, journalists, academics, and designers. Organized since 2008 and now in its 18th year, the A' Design Award is an international and juried competition open to entries from all countries and across all industries. The ultimate aim of the A' Design Award is to recognize and promote superior products and projects that advance and benefit society, driven by a philanthropic mission to create a better world through the transformative power of good design. Interested parties may learn more about the A' Design Awards, explore the jury members, view past laureates, and take part with their projects at the following url: https://whiteaward.net

Makpal Bayetova
A' DESIGN AWARD & COMPETITION SRL
+39 031 497 2900
email us here

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