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Red Dot Award 2017 Winner: Fenix TK72R



reddot award 2017
winner



Fenix once again proved to the world that their products are outstanding, when their TK72R received the coveted Red Dot Award: Product Design on March 17, 2017. Having competed against more than 5500 products from 54 countries and walking away with this award, is a feather in the cap of the designers, and proved that their efforts were well worth the time. It is a well-known fact that the standards of assessment for an award are extremely strict, so what then were the specifications/features that made the TK72R achieve this award? Take a look at the main features:

1. **Max output:** 9000 Lumens
2. **Battery:** Built-in 7000 mAh battery pack for up to 50 hours of runtime
3. **Rechargeable:** Charging and discharging functions via USB and micro-USB ports
4. **Other:** Smart OLED display, indicating the illumination level, and runtime and remaining battery level at the chosen output; stepless light regulation



Innovation, function and durability are not usually included in one package, but the designers of this Fenix TK72R combined all three of these factors in one small package so that users are not caught unawares. One glance is enough to see the status of the light, thus users can go out prepared. Fitted with three CREE XHP70 LED's, it lights up the road ahead up to 286 m, while the user-friendly 3 key interface lets the user choose any comfortable setting with ease.

Key factors which made the TK72R win the design award are product innovation, practicality, environmental friendliness and ease-of-use design. The user-friendly interface makes the flashlight easily operable and makes it lead the trend in the smart flashlight industry, while the premium type III hard-anodized, anti-abrasive finish ensures the user of many years of operation in the harshest of environments. IP68 protection rating and 1m impact resistance boosts the reliability of the TK72R.

The awarded authoritative quality certification bestowed upon the TK72R, once again shows that Fenix has what it takes to be accepted and approved internationally.