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## **Made in Germany – native to the North – at home all over the world – internationally honoured**

With the VIVUM series, Friedr. Dick combines the unique power of nature in an extraordinary knife series. VIVUM has now impressed international expert juries and consumers alike and has been honoured with the Red Dot Design Award and the German Design Award 2024!

These unique knives combine a natural appearance with extreme sharpness: an elegant and specially shaped birch wood handle comes together with the highest quality knife steel and a modern blade design. A design that has now been honoured at one of the world's most prestigious design competitions - the Red Dot Award 2024.

With around 20,000 submissions from 60 countries, the Red Dot Design Award has established itself as one of the most recognised seals of quality for excellent design. The 48 international members of the Red Dot jury combine their design expertise and assess each submitted product professionally, individually and comprehensively. Only the products that convinced the experts with their outstanding design quality were honoured. Friedr. Dick is proud to set new design standards in the knife industry with this award.

Receiving the German Design Award 2024 as a Special Mention in the Excellent Product Design category also confirms the uniqueness of the design of the knife series. The German Design Award honours products that set new national and international standards in design and enjoys a high reputation far beyond specialist circles. Anyone who succeeds here against top-class competition has successfully proven that they are among the best.

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VIVUM stands for the desire for uniqueness and naturalness like no other knife series, in a move away from old designs. The craftsmanship clearly comes to the fore while the monotony fades into the background. The combination of the unusual blade shapes and the birch wood handles creates unique pieces that combine the power of nature and the strength of metal. The extraordinary blade shapes are in harmony with the birch wood handle and allow an even longer cutting motion. This makes it easier to cut the food and creates a unique cutting experience. The highlight of the series: the "ASADOR" knife, specially designed for use on barbecues. With its powerful blade, it cuts meat like butter and even larger pieces are not a problem.

The birch stands for life, strength, durability and reliability. It is not only the trunk that is easy to recognise but also its very special wood grains, which make every VIVUM handle unique. No two handles are the same. The new handle shapes not only look impressive but also sit snugly in your hand. The design is clear and expressive. The wood feels natural and lies comfortable in the hand. A feature that the surfer, photographer, restaurateur and outdoor chef Brian Bojsen also appreciates. "VIVUM has completely won me over. I love the grip and feel of the knives. For my kitchen over an open fire outdoors but also for everyday cooking at home – VIVUM is completely natural, super sharp and absolutely high-quality. The knives are perfect for me."

The VIVUM series stands for manual craftsmanship instead of serial uniformity. Back to the origins, back to craft work. As a unique piece, each knife is finished by hand by our experienced staff. Friedr. Dick uses a

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special high-alloy steel for the VIVUM series because the steel quality significantly contributes to a sharp cutting experience.

This steel offers excellent cutting performance, exceptional hardness and good corrosion resistance. During the hardening process, the blade is hardened under protective gas at 1,100 °C. The blades are then ice tempered down to -100° C to ensure the necessary flexibility and resilience of the knives and to optimise the material structure. This results in an optimal hardness of 58 HRC. The knives are therefore extremely sharp and ready for use in kitchens and on barbecues around the world.

The VIVUM series includes a basic range for all adventures: a paring knife, a Santoku with Kullenschliff, a Utility Knife mit serrated edge, a Chef's Knife, ein a Bread Knife and the extraordinary BBQ Knife ASADOR.

The series is available online and in retail stores.

Friedr. Dick has been committed to sharpness since 1778: a success story that began in Esslingen in southern Germany with a small file-cutting workshop, which developed into a quality company with a complete product range for chefs and butchers – from a filing specialist to the epitome of truly good knives. Strict quality criteria and high design standards characterise the traditional brand for professionals. Every Friedr. Dick knife is made of the highest quality steel and impresses with perfectly balanced blades as well as ergonomically shaped handles for perfect cutting ability. The company's long tradition and experience in manufacturing products for professionals have enabled it to continuously develop innovative new products.

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# Press Release

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Further information is available from:

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