

# 2014 消費產品設計

## CONSUMER PRODUCT DESIGN

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主辦機構  
*Leading Organizer*

香港設計委員會  
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香港工業總會  
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## 發展歷程

### Key Milestones

1989

總督工業獎設立，以表揚及鼓勵有傑出成就的廠商。有關獎項將以往獎勵計劃(包括香港總督設計獎及香港新產品獎)的範圍加以整理，避免重複，並表揚其他重要的工業表現。獎項頒發予兩個以產品為獲獎單位的組別：

- 「消費品設計」；及
- 「機器及設備設計」。

The Governor's Award for Industry was established to recognise and to encourage excellence in industrial performance. It had rationalised the scope of the previous awards, including the Governor's Award for Hong Kong Design and the Hong Kong New Product Award, to avoid overlap and to recognise other important aspects of industrial performance. Two product-based categories were involved :

- Consumer Product Design; and
- Machinery and Equipment Design.

1990

總督工業獎範圍擴闊，增設了兩個以公司為獲獎單位的獎項組別，以表揚本港公司對提高生產力及在生產過程中採用良好品質管理系統所付出的努力。兩個新增的獎項組別為：

- 「生產力」；及
- 「品質」。

The scope of the Governor's Award for Industry was broadened to include two company-based categories to recognise endeavours by Hong Kong companies on achieving improved productivity and applying good quality management systems in their manufacturing process. The two new categories were :

- Productivity; and
- Quality.

1992

總督工業獎進一步擴展，增設了兩個以公司為獲獎單位的獎項組別，以表揚為保護及改善環境而致力節省原料及減少污染的本港製造商，及表彰在拓展及打開出口市場方面的傑出成就。兩個新增的獎項組別為：

- 「環保成就」；及
- 「出口市場推廣」。

The Governor's Award for Industry was further expanded to include two company-based categories to recognise endeavours by Hong Kong manufacturers on protecting or improving the environment through conservation of raw materials and pollution reduction, and to commend excellence in expanding and opening export markets. The two new categories were :

- Environmental Performance; and
- Export Marketing.

1995

「總督工業獎」易名為「香港工業獎」，以助在海外推廣這項獎勵計劃，及建立香港在亞太區作為高科技製造中心的形象。

The 'Governor's Award for Industry' was renamed the 'Hong Kong Awards for Industry' to facilitate overseas promotion of the awards scheme and Hong Kong as a centre of high technology manufacturing in the Asia Pacific region.

### 1997

「香港工業獎」增設一個以公司為獲獎單位的獎項組別，以突顯本港製造業發展和應用新科技的重要性，並表揚本地公司在高科技行業中的傑出成就。新增的獎項組別為：

- 「科技成就」。

同年，「香港服務業獎」設立，以表揚本地服務業的卓越表現，藉以提高業界的水平。獎勵計劃涵蓋五個獎項組別：

- 「創意」；
- 「生產力」；
- 「優質顧客服務」；
- 「旅遊服務」；及
- 「出口市場推廣」。

The 'Hong Kong Awards for Industry' added a new company-based category to underscore the importance of technological development and application of new technologies in Hong Kong's manufacturing sector, and to recognise achievements of local companies in high technology sectors. The new category was :

- Technological Achievement.

In the same year, the 'Hong Kong Awards for Services' was established to showcase outstanding achievements of the services sector and to raise the standard of the service industries in Hong Kong. Five categories were involved :

- Innovation;
- Productivity;
- Customer Service;
- Tourism Services; and
- Export Marketing.

### 2005

「香港工業獎」及「香港服務業獎」合併為「香港工商業獎」。「香港工商業獎」將兩個原有獎勵計劃進行重整和革新，繼續致力表揚香港企業在邁向高科技、高增值的過程中取得的成就，以及在不同範疇的傑出表現。

合併後的獎勵計劃包括七個獎項組別：

- 「消費產品設計」；
- 「機器及設備設計」；
- 「顧客服務」；
- 「環保成就」註；
- 「創意」；
- 「生產力及品質」；及
- 「科技成就」。

The 'Hong Kong Awards for Industries (HKAI)' was officially launched by merging the former 'Hong Kong Awards for Industry' and 'Hong Kong Awards for Services'. The HKAI rationalised and updated the two award schemes, and continued to recognise the outstanding achievements of Hong Kong enterprises in pursuit of high technology and high value-added activities, and to commend excellence in various aspects of their performance.

The merged awards scheme covered seven categories :

- Consumer Product Design;
- Machinery and Equipment Design;
- Customer Service;
- Environmental Performance<sup>Note</sup>;
- Innovation and Creativity;
- Productivity and Quality; and
- Technological Achievement.

## 2014

香港工商業獎成立25周年，現已發展成為本港製造業及服務業一年一度重要的盛事，為業界的發展和改進起了莫大的鼓勵。多年來，獲表揚的優秀企業共有約九百三十間。

獎勵計劃涵蓋六個獎項組別：

### 以產品為獲獎單位的組別

- 「消費產品設計」；
- 「設備及機器設計」；

### 以公司為獲獎單位的組別

- 「顧客服務」；
- 「創意」；
- 「生產力及品質」；及
- 「科技成就」。

With its 25th anniversary, the HKAI has now developed into an important annual event for Hong Kong's manufacturing and services industries and is a stimulus to progress and improvement in the industries. Over the years, the award scheme has recognised and commended the exemplary performance of about 930 companies.

The award scheme comprises six categories :

### **Product-based Categories**

- Consumer Product Design;
- Equipment and Machinery Design;

### **Company-based Categories**

- Customer Service;
- Innovation and Creativity;
- Productivity and Quality; and
- Technological Achievement.

註 鑑於「香港工商業獎」當中的「環保成就」獎項組別在某程度上與表揚機構在環保方面有卓越表現的「香港環保卓越計劃」有所重疊，自2011年，「香港工商業獎」不再涵蓋組別，以免資源重疊。

Note As there was a certain degree of overlap between the HKAI and the Hong Kong Awards for Environmental Excellence which recognises organisations that excel in environmental performance, the HKAI no longer included the 'environmental performance' category since 2011 so as to avoid duplication of resources.

# 香港工業總會： Federation of Hong Kong Industries:

主席獻辭

## *Message from the Chairman*

香港工商業獎—消費產品設計類別今年再度圓滿舉行，我在此恭賀各位獲獎者。每年，評審委員會都樂見極富創意的參賽作品。我們今年的參賽作品，設計精湛且具有用功能，不但外觀設計精緻，也十分實用。在現今瀰漫着不景氣的市場，要吸引消費者，美觀實用的設計非常重要。我們感謝香港工商業獎致力提升產品標準，鼓勵設計師透過新穎的產品設計實現夢想。

今年參賽作品總數從去年的 62 件增加到 96 件，而且大部分的參與者為中小企，令人鼓舞。工總相信，製造商必須透過轉型升級才能在競爭激烈的市場中取勝。設計界的業者明白到，他們在開拓新市場和設計新工業產品的範疇內有舉足輕重的角色。

是次大獎得主利用科技優勢，設計了一個免費應用程式，讓智能裝置能對手勢作出反應和行動，可以應用於遙控或遊戲。鑑於大眾喜愛使用智慧手機，此設計必可成為市場的贏家。

香港人才眾多，並一直以創新方式發展業務。是次比賽的參賽作品再次證明瞭這一點，並且令我們對未來充滿信心。

在此我感謝各位參賽者，亦希望今次未能獲獎的朋友再接再厲，以新的、可持續發展的意念迎接未來的挑戰。

我僅代表工總感謝由香港科技大學校長陳繁昌教授擔任主席的評審小組，他們為甄選得獎作品費了很多心神，選出了實至名歸的得獎人。

劉展灝

香港工業總會主席

I wish to congratulate the winners of this year's Hong Kong Awards for Industries (HKAI) – Consumer Product Design category which has once again been a complete success. Year by year we are inspired by the innovative and creative products that are put before the HKAI panel for judging. In the current Awards we have seen well designed, functional products exquisite in their presentation but also remarkable in their practicality. Good practical design is essential to attract the consumer in today's markets which are depressed by the overall financial situation. We applaud the HKAI for its efforts to raise product standards and to encourage designers to realise their dreams with new and exciting ideas for products.

This year's contest has seen an increase from 62 entries last year to the current 96 entries and is especially encouraging to see that SMEs once again make up the majority of the entrants. The FHKI believes that manufacturers must upgrade and transform to function effectively in the competitive markets that confront us. It is important that the design world recognises its important role in opening up new markets and also designing improved ways of manufacturing products.

The winner of the Grand Award this year is a company that is right up to the cutting edge in technology. They have designed a free app for a smart device to access features and transform it to respond to hand features and go where you want it to. It can be turned into a remote control or play games. With the public's devotion to the mobile phone this surely will be a winner in the market!

Hong Kong possesses a wealth of talent and has never failed to find new and innovative ways to increase business. The quality of entries in this competition has proved this point yet again and

gives us confidence for the future.

To all of the contestants I thank you for your participation. If you are not among the winners, please continue your best efforts to come up with new and sustainable ideas to face the challenges that still lay ahead.

On behalf of the FHKI I would like to thank the judging panel under the chairmanship of Tony F Chan, President of the University of Science and Technology. They have done sterling work in selecting the winners of this year's competition.

***Stanley Lau***

Chairman, Federation of Hong Kong Industries

**2014 香港工商業獎：消費產品設計大獎**  
**2014 Hong Kong Awards for Industries:**  
**Consumer Product Design Grand Award**

*得獎產品 Winning Product :*

*MiP™*

遇見 MiP™ — 你的機器人朋友！MiP™ 採用先進的 GestureSense™ 技術，可對手勢作出反應，你指東，它絕不會向西！還可改變它的模式，讓它自由探索！

下載免費 App 體驗更多功能，讓你的智慧設備變成遙控器，和我們的迷人機器人一起遊戲、跳舞，共用歡樂！

Meet MiP™ your new robot friend! Equipped with cutting edge GestureSense™ technology, Mip™ will respond to hand gestures and go where you want it to. Alternatively, change its mode and let it explore on its own!

Download the free app to access features and turn your smart device into a remote control, play games, and teach your new robot friend to dance and more!

參賽公司 Submitted by :

智領高集團有限公司

WowWee Group Limited

設計者 Designers :

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**2014 香港工商業獎：消費產品設計獎**

**2014 Hong Kong Awards for Industries:**

**Consumer Product Design Award**

*得獎產品 Winning Product :*

*樂推球 Foobler*

樂推球，是一項新為狗設計的專利發明，融合寵物玩具及電子定時餵食器。樂推球廣受寵物行為專家推薦及熱愛，他們認為樂推球能激發狗的自然狩獵本能。定時器作用，除了狗獨自在家時也能把餵食時間隔開，不用擔心牠餓肚子或過量進食，鈴聲則更能吸引它與樂推球作互動，在尋找食物的過程中，從而訓練它思考如何取得零食及運動。

Foobler is new patented design, which is a combination of pet toy and pet feeder. It's the first self-reloading pet dispenser toy with timer around the world. Foobler is recommended by many pet behaviourists and dog trainers, since hunting is a dog's instinct, pets will be attracted curiously when the alarm rings, then to knock the Foobler to get the treats by using their paws, hip, nose etc. to train them in nature way. It means Foobler can stimulate pets to think how to get the treats, enhance the hunting skills, and exercise with different parts of their body, which make Foobler not only as a toy, but also be a training item.

參賽公司 Submitted by :  
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**2014 香港工商業獎：消費產品設計獎**  
**2014 Hong Kong Awards for Industries:**  
**Consumer Product Design Award**

*得獎產品 Winning Product :*

*RYOBI 680W 曲線鋸*

*RYOBI 680W AC JIGSAW*

這嶄新曲線鋸無論在切割效果或準確度都是同類型電動工具最出色的。

通過創新外觀設計以及配合內部機件優化，使這款曲線鋸成功帶給用家在切削工作時無比方便和樂趣，大大提升工作速度。

- LED 照明功能可照亮所需切割工件的地方
- 吹塵功能使切削時能清楚地看到切削路徑
- 機身內置可伸縮的刀片，對切割直線大大提高準確度。

Best in the class cutting performance and improved cut line quality.

This design raise the brand position through a new compact form, technical platform and design language. It features user benefit to make the job easier, less prone to project error.

- LED light for continuous illumination of the work piece.
- Integrated air management system to keep the cut path visible.
- Built in straight fin riving knife to stay straight when you need to be square.

參賽公司 Submitted by :

創科研發·亞洲概念中心

Techtronic Product Development

設計者 Designer :

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**2014 香港工商業獎：消費產品設計優異證書**  
**2014 Hong Kong Awards for Industries:**  
**Consumer Product Design Certificate of Merit**

*得獎產品 Winning Product :*

*雷柏 A600 藍牙便攜 NFC 音箱*

*RAPOO A600 NFC Bluetooth Speaker*

流暢的線條，金屬喇叭網和經高光切屑處理的鋁金噴砂外框，簡約時尚。頂部三根圓柱操作按鈕，猶如彈跳的音符，極具動感。NFC 快捷連接，採用多點連接，使用方便。輻射氣流倒相技術，提供純正完美的音樂。

Smooth lines, metal speaker mesh and sandblasted aluminum frame that processes highlight cutting, is simple and fashionable. Three cylinder operation buttons at the top, like some bouncing notes, very dynamic. NFC fulfills fast connection, with multi-point connections, easy to use. Radiation inverted airflow technology, provides perfectly pure music.

參賽公司 Submitted by :  
浪尖集團(香港)有限公司  
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**2014 香港工商業獎：消費產品設計優異證書**  
**2014 Hong Kong Awards for Industries:**  
**Consumer Product Design Certificate of Merit**

*得獎產品 Winning Product :*

*iNeck 2 頸部按摩器*

*iNeck 2 Massage*

iNeck2 第二代獨創手持頸部按摩器。通過對頸部周圍的穴位揉壓、熱滲透按摩；紅外磁療；刺激穴位；促進經絡氣血運行，行氣暢，活血絡，供氧足，熱和磁功能觸頭深度舒展頸部緊繃僵硬的肌肉，可改善頸椎勞損、老化，擺脫頸椎問題的困擾；獨有的分體式設計，亦可兼顧其他部位靈活按摩。

By rubbing and pressing acupuncture point, applying hot compress massage and infrared magnet therapy and stimulating acupuncture point, the second generation of the original handheld neck massager is able to enhance running of meridians and collaterals, invigorate the circulation of qi and blood, provide sufficient oxygen, deeply stretch tense stiff neck muscle, improve cervical vertebra strain and aging and get rid of cervical vertebra trouble. Thermal-magnetic contact to stretch the tight and stiff muscles that sooth relief for neck stiffness and muscular soreness. Moreover, the unique split-type design of this product brings flexible massage for other parts.

參賽公司 Submitted by :  
倍輕鬆科技香港有限公司  
Breo Company Limited

設計者 Designer :  
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**2014 Hong Kong Awards for Industries:**  
**Consumer Product Design Certificate of Merit**

*得獎產品 Winning Product :*

*星級洗滌脫水器*

*Salad Master*

星級洗滌脫水器利用離心力的工作原理，有效地洗滌蔬菜和水果並把其多餘水份瀝乾。其結構以齒條、齒輪組及離合器的專利設計所組成，減低操作力度之餘，相比其他同類產品，更能減少籃子因離心力而產生的不必要震動。排水孔位置配合方形的設計，更能完善地實現排水的功能。面蓋上亦設有制動按鈕，隨時能停止旋轉。

Utilizing the principle of the centrifugal force, Salad Master washes and dries salad leaves, vegetables and fruit efficiently. It works by means of an innovative gear rack and a coupling mechanism that can be activated with little effort, and prevents irregular spinning of the inner basket. By allowing water to drain at the corners, the square shape of the salad spinner also follows a functional design approach. The notched flat lid allows comfortable handling. In addition, a brake stops the rotation at the push of a button.

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*得獎產品 Winning Product :*

*香薰二重奏*

*DuoScentAroma Diffuser*

外型高貴典雅的香薰二重奏噴霧器，內置兩個噴咀，讓您可隨空間的大小、情調及時間切換香薰，調教出最隨心的香氣氛圍 - 讓薰衣草的氛圍將您帶進夢鄉，然後讓柑橘的清爽香氣喚醒美好的一天；或是讓迷迭香的清新啟動沉悶的下午，再讓柔和的依蘭為您締造浪漫的黃昏。機身以石質製造，配合 7 種情調燈效，自然地融入家居，點綴品味生活。

Set a time, set a fragrance, set a mood with the DuoScent Aroma Diffuser. This stylish accent piece hides twin scent chambers, allowing you to alternate between fragrances for luxuriously scented ultra-fine mist to fit your mood and personalise your space. Drift off surrounded by relaxing lavender and wake to energising citrus, or let rosemary create a productive afternoon and jasmine a romantic evening, without switching cartridges or pouring oils. Its elegant white marble finish also provides a stylish conversation piece with 7-color mood lighting to complement your décor.

參賽公司 Submitted by :

歐西亞環球有限公司

Oregon Scientific Global Distribution Limited

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**2014 香港工商業獎：消費產品設計優異證書**  
**2014 Hong Kong Awards for Industries:**  
**Consumer Product Design Certificate of Merit**

*得獎產品 Winning Product :*

*米沃奇 18 伏鋰電無碳刷圓鋸*

*Milwaukee M18 Fuel Circular Saw*

米沃奇 18 伏鋰電無碳刷圓鋸 6-1/2”圓鋸是市場上最快的鋸。比起市場上同類型的產品，其切割速度快 30%，雙倍的運行時間及 3 倍的产品壽命。圓鋸的保護罩和底盤都是以鎂合金製成，既輕巧，且耐用。其他功能還包括 LED 補光燈及整合於機身的橡鉤。

The M18 FUEL™ 6-1/2” Circular Saw is the fastest saw in the market, offering up to 30% faster cutting, 2X more runtime and 3X longer tool life than competitive saws. The circular saw’s guards and shoe are built of cast magnesium to provide a durable, lightweight base. The tool also features an integrated LED light and a rafter hook for convenient storage on the job.

參賽公司 Submitted by :  
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## 評審委員及評語

### Judging Panels & Comments

最終評審委員會  
*Final Judging Panel*

主席

Chairman

陳繁昌教授

香港科技大學校長

**Professor Tony F. Chan**

**President, The Hong Kong University of Science and Technology**

我很高興和榮幸擔任獎項的最終評審團成員，並對參賽設計作品的創意和新穎之處，留下深刻印象。產品有些已在世界市場佔一席位，其他也大有潛力。

I am happy and privileged to be a member of the Final Judging Panel of the Award. I am deeply impressed by the creativity and novelty of the designs. These products have demonstrated or showed the possibility that they can have a share in the global market place.

劉展灝先生

香港工業總會主席

**Mr. Stanley Lau**

**Chairman, Federation of Hong Kong Industries**

周梁淑怡女士

香港設計中心董事

**Mrs. Selina Chow**

**Director, Hong Kong Design Centre**

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靳劉高創意策略創辦人

**Mr. Freeman Lau**

**Founder, KL&K Creative Strategies**

李永銓先生

李永銓設計慶有限公司創作總監

**Mr. Tommy Li**

**Creative Director, tommy Li Design Workshop Ltd.**

嚴志明先生

香港設計委員會主席

**Mr. Eric Yim**

**Chairman, Design Council of Hong Kong**

廠商越來越瞭解到好設計的價值，是無限於形態或款式優良。成功的設計會令人得到新的感受和前所未有的用家體驗。

Manufacturers are becoming better aware of the value of good design which is more than just good form or styling. Design is extremely innovative in sensuous perceptions and user experiences.

余奉祖先生

總裁／創作總監

**Mr. Michael Miller Yu**

**CEO / Creative Director, Michaelsolve Ltd**

評審委員會  
*Preliminary Judging Panel*

陳光耀先生

香港知專設計學院

產品及室內設計系系主任

**Mr. Daniel K. Y. Chan**

**Head, Dept. of Product & Interior Design**

**Hong Kong Design Institute**

我很高興看到愈來愈多原設備廠家認同「設計」的重要性，並繼續透過創意和別出心裁的設計，提升他們的品牌和產品。

I'm so glad to see more OEM manufacturers have recognised the importance of "DESIGN" and continue to upgrade their brands and products through product innovation and original designs!

蔡漢成博士

玩具易集團有限公司創辦總裁

**Dr. Raymond Choy**

**Founder and President, Toy2R Group Ltd**

我很榮幸被邀請當香港工業總會舉辦的「香港工商業獎-消費產品設計」比賽的評審，很高興可以與其他業界精英共同出力。是次比賽旨在表揚和鼓勵不同工業中傑出的企業，提高產品設計和分享成功典範的經驗。在評審過程中看見了不少別樹一幟的參賽品，很多都很有創意，相信能推動香港的創意工業。

It was my pleasure to be invited as the preliminary judge of The Hong Kong Awards for industries – Consumer Product Design Competition, it was a valuable experience for me to meet different elites from diverse industries. The competition aims at recognize and promote the importance of product design in Hong Kong and to encourage entrepreneurs improve product development. There were different unique and diverse types of design products submitted by the applicants, most of them were creative and impressive. With this trend, I believe that the competition can encourage the product research, design and development in Hong Kong.

羅發禮先生

科建國際集團有限公司

**Mr. James Law**

**CEO & Chief Cybertect, James Law Cybertecture**

既可看到懂得跳舞又令你發笑的智能機械人，又可觸摸到全球最薄的避孕套，香港工商業獎展示香港的無限創意去開發多元化的產品設計。我謹祝賀香港工業總會和香港工商業獎在支持本地設計師方面所作的努力。

From seeing dancing intelligent robots that make you laugh, to touching the world's thinnest condom, the HKAI shows the diverse range of design in products, Hong Kong still has and continues to innovate. I congratulate both FHKI and HKAI for supporting our home grown design entrepreneurs.

利志榮先生

創辦人

**Mr. Lee Chi Wing**

**Founder, Milk Design Ltd**

在參賽的作品中看到，無論是寵物玩具還是高科技玩具，優異的產品都包含創意、設計與科技的良好配合為我們提出新的可能性。

We can see from the entries that, no matter whether they are pet toys to hi-tech toys innovation, design and technology are well incorporated and matched in these distinguished products to bring us new possibilities.

麥永開先生

傑出青年協會前主席

**Mr. Ringo Mak**

**Past Chairman, The Outstandign Young Person Association**

跨範疇合作的研發和設計的新趨勢令人感到鼓舞。得到的效果是消費產品設計可以有更大的彈性，也會得到更多支援。我期待看到更多的策略性變異去配合不同市場需要的產品出現。

It's encouraging to note that cross-region collaboration on research, design and development is becoming a trend, thus enhancing greater flexibility and support in consumer product design. I look forward to seeing more niche marketing products with strategic differentiation appear soon.

彭志江先生

賀比有限公司創作總監

**Mr. Winnif Pang**

**Creative Director, Hoobbe Ltd**

我很高興見到越來越多公司善用設計、創意和用家體驗去發展業務。這些都是建立受歡迎品牌的重要準則。事實上，他們並非以傳統方式去與競爭對手區分，而以藍海市場的空間去建立「香港創製產品」的良好聲譽。

I'm glad to see more and more companies are making good use of Design, Design Innovation and User experience to run their businesses. These are the key implementation principles to build a popular brand. Indeed, they're not just trying the traditional way to differentiate with competitors but to seek for a Blue Ocean market space and to build the good name of Hong Kong developed products.

葉智榮先生

葉智榮設計有限公司創辦人

**Mr. Alan Yip**

**Founder, Yip Design Ltd**

創造新產品是一個既艱辛又孤單的過程。我很高興看到香港工業仍有能力培育出卓越的戰士和成功的產品。

Product innovation is a tough and lonesome process, I am so happy to see Hong Kong industry still has some successful heroes and products!

## 鳴謝 ACKNOWLEDGEMENTS

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