

## GRAEF's foldable slicer MYtiny wins Red Dot Award: Product Design 2025

(Arnsberg, May 2025) Small, foldable and exceptionally practical – the ultra-compact MYtiny food slicer from GRAEF has just been honored with the Red Dot Award: Product Design 2025. This super-handly slicer from the kitchen appliance manufacturer based in Germany's Sauerland region embodies more than 100 years of engineering expertise and inventive spirit. MYtiny expands the company's Cutting World with a full-fledged slicer in miniature format – and delivers on design as well. The Red Dot Award is one of the largest design competitions in the world. In three disciplines, participants submit products, communication works and brands as well as prototypes and design concepts. The award is internationally recognized as a mark of outstanding design quality and represents another milestone in the success story of this small kitchen helper. The official award ceremony will take place on July 8 during the Designers' Night in Essen.

### A tiny slicer with a growing success story

Following the Kitchen Innovation Award for functionality, innovation, benefits and design, as well as a top rating (grade A+) from *Technik zu Hause* magazine, this compact companion for small kitchens, tiny homes or camping now receives another major honor: the Red Dot Award: Product Design 2025. With MYtiny, the family-run business, now in its third and fourth generation, once again demonstrates its innovative spirit and its instinct for adapting to changing consumer habits. Despite its small size, this innovative slicer uncompromisingly delivers GRAEF's full slicing expertise: the foldable device, which fits into any kitchen drawer, is not only extremely easy and safe to use – it also produces ultra-thin slices from a wide range of foods in seconds. The continuously adjustable 170-mm serrated blade delivers precise slices up to 15 mm thick. A practical cable compartment enables space-saving storage, even in the smallest corners. Beyond its small size, MYtiny impresses with a high-quality metal housing that's easy to clean. No fewer than four technical innovations from the development process have been filed for patent, underlining the state-of-the-art ambitions of this ultra-compact, quick-to-use and safe food slicer. Under the motto "Fits into any life," the GRAEF family business has set a veritable new trend – and that's reflected internationally as well: "Our MYtiny is not only a real bestseller here in Germany, it's now also available in more than 15 European countries. And it's proving to be a genuine door opener for the entire food slicer category," proudly comments GRAEF CCO Christian Strebl. "In June, it will even celebrate its market launch overseas – in Sydney."

[more >>](#)

# GRAEF

For today. For tomorrow. For you.

[Download images](#)



reddot winner 2025

Red Dot Award: Product Design 2025  
for GRAEFs MYtiny



**reddot winner 2025**  
**kitchen appliances design**

The Red Dot Design Award is one of the  
most prestigious design competitions.



When folded, the MYtiny is only 8 cm high.

### A design that adds true value to daily life

Jörg Krug, Head of Product Development Consumer at the Sauerland-based family business, is also visibly proud of the latest design award: “Our MYtiny slicer combines iconic design with maximum functionality and minimal dimensions. Clean in form, smart in operation and perfectly aligned with today’s lifestyle – a true statement of quality and aesthetics in the kitchen. Compact, stylish and uncompromisingly well thought out. Winning the Red Dot Award: Product Design 2025 is another fantastic recognition of the intense work we’ve put into this project.” The MYtiny by GRAEF is a remarkable example of functional miniaturization and well-considered kitchen design. What stands out immediately is its clean, compact shape, clearly aimed at the realities of urban living and particularly suited to small households and kitchens with limited space. The design is deliberately minimal yet highly functional. The clean lines and precision craftsmanship are emblematic of German engineering. With its modern look, MYtiny becomes an integrated kitchen element that blends seamlessly into a variety of interior styles.

### The Red Dot Award

Each year, the Red Dot Award: Product Design honors outstanding products from a wide range of categories. Whether especially functional, aesthetic, smart or innovative – all award-winning entries share exceptional design quality. Today, the Red Dot Design Award ranks among the most prestigious and internationally renowned design competitions. The official award ceremony will take place on Tuesday, July 8, 2025, during the Designers’ Night at the Aalto Theatre in Essen. Starting June 24, 2025, the winning products will be on display in the “Design on Stage” and “Milestones in Contemporary Design” exhibitions at the Red Dot Design Museum in Essen. They will also be featured in the Red Dot Design Yearbook 2025/2026, a comprehensive and widely respected reference work for design excellence.

More information about Gebr. GRAEF GmbH & Co. KG is available at [www.graef.de](http://www.graef.de) and on the company’s social media channels.



# GRAEF

For today. For tomorrow. For you.



The MYtiny from GRAEF in bright red.



The foldable slicer fits in any kitchen drawer.

.....

### About Gebr. GRAEF GmbH & Co. KG:

Founded in 1920, Gebr. GRAEF GmbH & Co. KG from Arnsberg is one of the leading manufacturers of slicing machines for private and commercial use. Since 2022, the family-owned company, now in its fourth generation, has a new brand claim: "For today. For tomorrow. For you." The new claim underlines GRAEF's philosophy and also holds an important message for the future. Thanks to many years of expertise, technological know-how, and absolute passion, GRAEF stands for durable products meeting the highest standards of quality and design. The company's greater vision: to become the most popular and sustainable supplier of slicing technology and kitchen appliances in the market and thereby inspire customers to practice a sustainable lifestyle.

A passion for innovation, enthusiastic customers and uncompromising quality have characterized the GRAEF brand for over 100 years. The family-owned company is the market leader in all-purpose slicers and continues to set standards in this product segment thanks to the specialist expertise it has built up over decades. But the company's range also includes many other kitchen appliances. In 2024, the company realigned its areas of expertise once again and divided the range into five new product worlds that reflect the individual GRAEF specialist competencies: the world of slicing with the core discipline of all-purpose slicers, the world of coffee with high-quality portafilter espresso machines and first-class coffee grinders, the world of baking with the hero product, the MYestro food processor, the world of helpers with kitchen appliances such as blenders, kettles, toasters and more and the pro world with slicers for the industry. Nationally and internationally, its products are known for high-quality workmanship, durability, user-friendliness and sophisticated design. They have been awarded the most coveted design prizes many times and repeatedly achieved top marks in product tests. Since 2004, GRAEF has been named "Brand of the Century" multiple times, after already receiving the Plus X Award for "Best Brand of the Year 2020" and the Plus X Award for Sustainability in 2022. Also in 2020, the kitchen appliance manufacturer collected the most Plus X Award seals of approval within its product group and was named "Most Innovative Brand 2020." In 2023, the company was honored by the PLUS X Award as a German Brand Icon.

# GRAEF

Für heute. Für morgen. Für dich.

### Further information

Deutscher Pressestern®

Bierstadter Straße 9 a

65189 Wiesbaden

[www.dps-news.de](http://www.dps-news.de)

**Svenja Karolczak**

E-Mail: [s.karolczak@dps-news.de](mailto:s.karolczak@dps-news.de)

Phone: +49 611 39539-16

**Diana Heinbach**

E-Mail: [d.heinbach@dps-news.de](mailto:d.heinbach@dps-news.de)

Phone: +49 611 39539-18



DEUTSCHER PRESSESTERN