

AVE Whitek 44 wins the European Product Design Award

An international award that recognizes innovation and design excellence and confirms AVE as a leading player in the electrical sector.

AVE's Whitek 44 Integrated Wiring System has won the 2024 European Product Design Award in the "HOME (Household Products)/Home Lighting: Systems" category. This internationally recognized award celebrates **excellence in design** and confirms AVE's commitment to bringing innovative, cutting-edge solutions to the market.

At the heart of the [Whitek 44 system](#) is a wiring accessories series with a matt white finish, which includes switches, sockets, connectors and all the elements required to create a coordinated electrical system with an all-white look. A new generation of axial controls, where the button always returns to its original position, ensures a linear and modern appearance. The range is completed by ultra-thin front plates with an innovative design that can be perfectly integrated into any environment. The flagship of the Whitek 44 range is the Pills collection, designed by architect **Simone Micheli**. Made of Corian® with rounded edges and a thickness of only 4 mm, these front plates create a sense of harmony and lightness, enhancing the electrical system and its functionality.

The international importance of the **European Product Design Award** confirms **AVE as a leading design company**. **Whitek 44**, with its perfect fusion of style and functionality, responds perfectly to the needs of a market increasingly attentive to quality, aesthetics and technology. **A single system perfect for traditional electrical systems, IoT and wired home automation**. Ideal for residential, commercial and hotel environments.

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