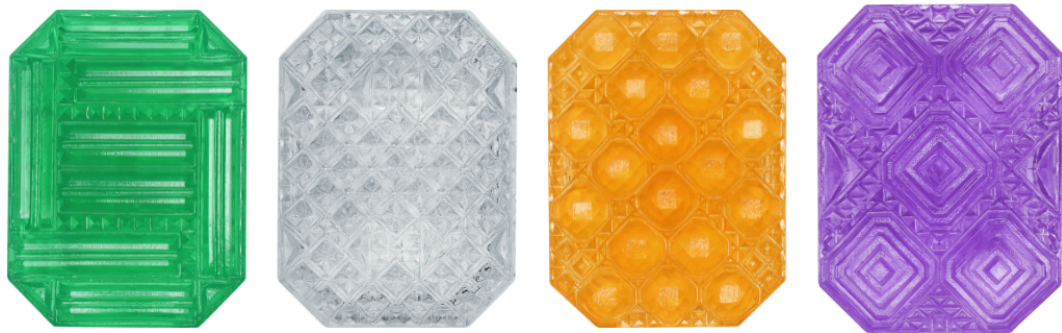


UNiversal and UNisex - The TENGA UNI continues to break down barriers to win the Red Dot Design Award Product Design 2024!



reddot winner 2024

2 years of research and development culminated in an innovative design that shattered conventional norms, with TENGA's first unisex pleasure product, the TENGA UNI. This groundbreaking product has won the prestigious Red Dot Design Award 2024.

What is the Red Dot Award?

The Red Dot Award is one of the three most prestigious design awards in the world and has been held since 1955. The award is given to products launched within the past two years that

are recognized as having "outstanding design". The award consists of three categories: Product Design, Communication Design, and Design Concept, and is judged by experts in each field.

What is the TENGA UNI?

UNisex & UNiversal – The TENGA UNI is the next-generation pleasure product that continues to break the barriers of sexuality. This universal pleasure product is not only gender neutral, but reversible and can be enjoyed for solo or partnered play, for both penile and clitoral stimulation. The pliable, stretchy material can be placed on your fingers to stimulate the female genitalia or turned inside-out with and put on the male genitalia. The versatile design is unique in its ability to be used by any gender pairing partnership, and is a new category for unisex and universal pleasure items. Furthermore, since the UNI does not use batteries or vibrate, it can be used quietly and discreetly.



Inspired by jewelry

The shapes and colors of the TENGA UNI are inspired by jewelry with each design reflecting the look and shape of gemstones. However, they are anything but hard to the touch. The TENGA UNI is created from a soft and supple material with a neutral color range to allow all bodies to enjoy pleasure more easily and freely without worrying about the distinction between genders. The large, complex ridges on the TENGA UNI provide an intense and enveloping sensation that is similar to oral sex, and can be used to enhance manual stimulation when using it on your fingers, or it can be flipped inside-out to use as a stretchable sleeve, for a truly unisex product.

Rika Adachi, Global Marketing Manager at TENGA says, “We are delighted with winning the Red Dot Design Award and this is a further step in our mission to normalize pleasure and sexuality. With the TENGA UNI, we wanted to provide a pleasure item that was accessible to everyone, and while most toys are historically male or female gendered, the UNI is truly unisex which can be used for both solo or partnered sex. By breaking down these barriers, we have created a new category for unisex and universal pleasure items for everyone to enjoy”.

Learn more about the TENGA UNI [here](#)

About TENGA

TENGA has long had the vision of "Creating happiness by enriching the sexual lives of people around the world." From 2007, TENGA has expanded its business globally, beginning with neighboring Asian countries and then expanding to the United States and Europe, offering more than 1,200 products to satisfy the various needs of our customers.

The company sells its products in 73 countries around the world, together with iroha, a brand specializing in women's self-care and pleasure products, and TENGA Healthcare (THC), a brand with the aim of creating a society free of sexual concerns and issues. In 2023, TENGA achieved a significant milestone by surpassing 10 billion yen in worldwide sales in a single year.

In 2022, the company opened able! FACTORY, an employment support facility actively involved in aiding individuals with disabilities, so they may focus on the joy of making. As part of its diverse business activities, TENGA adopted the purpose of realizing a world where life is enriched with pleasure, continuing to operate as a company that supports all aspects of life, for the happiness of everyone around the world.

<https://tenga-group.com/en/>