NOHRD STEPTOWER WINS DESIGNEUROPA AWARD 2026

WATERROWER | NOHRD GmbH receives the Industry Award at the EU's design awards

Nordhorn, 24 September 2026. The NOHRD StepTower has won the Industry Award at the DesignEuropa Awards 2026. Presented by the European Union Intellectual Property Office (EUIPO), the awards honour products that bring together distinctive design, innovation and practical value. The winners were announced on 22 September in Ljubljana, Slovenia.

Designed by the NOHRD design team and manufactured in Germany, the StepTower brings strength, cardio and mobility training together in a single structure crafted from sustainably sourced wood. Its removable panels become exercise steps or a padded bench, while dumbbells, resistance tubes and other training accessories are elegantly stored inside the tower. The result is a complete training system designed to remain part of the living space when a workout is over.

"We wanted to create a complete training system that people would want to keep in their living space, not put away after every workout," says NOHRD CEO Dominik Kuprecht. "We are extremely grateful for this award and for the attention it brings to the protection of original design. For a manufacturer investing in its own ideas and production, that protection matters."

The StepTower was one of three finalists in the Industry category. The 2026 competition attracted a record of more than 1,600 candidates from 52 countries. A professional jury considered factors including originality, functionality, aesthetic value and sustainability.

This year marks the tenth anniversary of the DesignEuropa Awards. Organised by the EUIPO, they celebrate design excellence and the people and companies behind it. The 2026 programme also recognised entrepreneurs and small companies, emerging designers and lifetime achievement, and introduced a Public Choice Award for the first time.

INFORMATIONS : https://www.nohrd.com/us/nohrd-steptower/

VISUELS HD DISPONIBLES ICI : https://drive.google.com/drive/folders/1QPbil0qU3a5d8ZCHSU42qQq02qVYnLXR?usp=share_link

1. StepTower_Gesamtansicht.jpg: NOHRD StepTower, winner of the 2026 Industry Award
2. StepTower_Training.jpg: NOHRD StepTower in use
3.StepTower_Geoeffnet.jpg: View of the integrated training equipment

ABOUT WATERROWER | NOHRD GMBH

Based in Nordhorn, Germany, WATERROWER | NOHRD GmbH develops and manufactures NOHRD training equipment with a focus on function, craftsmanship and design.