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SWISS ENGINEERING MEETS DANISH DESIGN: SKROSS® PARTNERS WITH JACOB JENSEN DESIGN

In the setting of TFWA World Exhibition in Cannes, the Swiss company WorldConnect AG – brand owner of SKROSS® – has today unveiled its joint project with Jacob Jensen Design, a leading Scandinavian design consultancy. The partnership of two premium brands has been formed to revitalise the product design of SKROSS® whilst creating an innovative collaboration in travel retail, an industry renowned for its pioneering spirit in the field of electronics and accessories.



From left to right: Pia Kautz, Corporate Communication, Christian Ernst, CEO & Managing Partner, Rodolfo Muller, Duty Free & Travel Retail Manager, Jakob Kjaer Nielsen Global Design Director at Jacob Jensen Design and Sam Gerber, Managing Partner & Head of Sales & Marketing.

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The unveiling took place at the SKROSS® exhibition stand on Tuesday 3rd October 2017. The booth, usually recognisable by the brand's corporate colours of red and grey, was transformed into an alternative, darker eye-catching exhibition space to highlight the new design project. Alongside the SKROSS® team, Jakob Kjaer Nielsen, Global Design Director at Jacob Jensen Design, was in attendance to announce the partnership: "For almost 60 years, our distinctive Scandinavian Jacob Jensen design language has proven to have global consumer appeal, exceptional endurance and adaptability within a wide range of industries. We are honoured that SKROSS® trust us to contribute in reshaping their design."

Sam Gerber, Managing Partner and Head of Sales & Marketing at SKROSS®, also added: "TFWA has given us the perfect opportunity to communicate our common plans – an affiliation of a leading brand in high quality travel accessories with this famous Danish consumer industrial designer."



With regards to the formation of the partnership, there are strong synergies to be found in the combination of precision and innovation in mobile power solutions from Switzerland with the aesthetic efficiency and forward thinking of Scandinavian design tradition. The two companies uphold great value in these similar attributes as well as providing authentic, lasting and reliable products.

Perceived as a leader in technology, SKROSS® is a perfect solutions provider renowned for its functional and safe products. With this joint project, the Swiss brand aims to further strengthen its position as premium brand whilst developing a fresh design identity within lifestyle and on trend product solutions, all current must-haves for today's stylish traveller.

More details will be announced throughout 2018.

SKROSS®

SKROSS® products are available in more than 100 countries around the world, where SKROSS® is successfully positioned as a leading brand for high-quality travel accessories. The range of products includes the world famous and unique SKROSS® world travel adapters, USB chargers for car and home, power banks and charge & sync cables for today's modern traveller. All genuine SKROSS® products are designed in Switzerland in order to meet the very highest Swiss quality standards. For more information, please visit www.skross.com.

JACOB JENSEN DESIGN

A characteristic design language is what sets the design studio Jacob Jensen apart. With more than half a century's worth of experience in innovation, technology and communication, Jacob Jensen Design provides total design and branding solutions for companies all over the world. Jacob Jensen Design was established in Denmark in 1958, and is today the most award-winning design consultancy in Scandinavia.

For more information, please visit www.jacobjensendesign.com.

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