

## Press Release

Partnership

### **STRAX to market mobile device accessories of fashion label Diesel**

- Increased commitment in the sector for fashion accessories
- Distribution agreement with importer Synthem for Diesel products
- Accessory range includes around 30 lifestyle products

**Troisdorf, April 19, 2011 – STRAX GmbH increases its commitment in the sector for fashion accessories for mobile communication devices: the specialist provider for mobile device accessories has secured exclusive distribution rights for a new collection of accessories designed by the fashion label Diesel in a three-year contract with importer Synthem BV. According to this agreement, STRAX will take over the distribution of the around 30 Diesel products for mobile devices in Germany, Austria, Switzerland, the Benelux states, Sweden, Norway, Denmark, Finland and Poland. The new collection comprises bags, sleeves and covers for mobile phones, smartphones and tablet PCs and will be launched in May of this year.**

“This new partnership with Diesel is another step into the high-growth segment for mobile communication fashion accessories for us“, explains Frank Hackmann, European Sales Director at STRAX and regional manager for the Alpine region, the Benelux countries, Germany and Poland. Further partnerships of this kind are in the pipeline later this year: STRAX has acquired the distribution rights for other fashion labels as well, including Ed Hardy, Paul Frank and Bugatti.

After Diesel initially started a collection of mobile communication accessories for Apple in 2010, the fashion label is now introducing their first product series for a universal device spectrum. STRAX will supply the shops of network operators, Apple premium dealers and telecom specialist dealers with the new accessory series as part of their sub-distribution agreement with the Dutch manufacturer and marketing specialist Synthem, who has developed the product range in close collaboration with Diesel and holds their marketing licenses. For the kick-off of the new partnership, a total of 30 lifestyle products for mobile communication devices will hit the European market in May. The product range will be initially presented at the STRAX stand at MedPi, the international industry fair for information technology, telecommunication and new media in Monaco (May 17 - 20).

The new Diesel product portfolio includes stylish mobile phone bags and covers, tailor-made hardcovers and sleeves for the iPhone and for various Blackberry models. Also presented are bags and sleeves in universal sizes (S, M and L) made from denim or real leather, compatible with the most popular smartphones, mobile phones and MP3 players. In addition to mobile phone accessories, Diesel also produces sleeves and bags in denim and real leather for the iPad and the Samsung Tablet PC. "In addition to design aspects, Diesel assigns particular emphasis to superior product quality and function in the manufacture of their accessories", adds Mr. Hackmann.

The Italian fashion label Diesel was founded in 1978 by Renzo Rosso. The company has its roots in the denim segment. With an annual revenue of over USD 1.4 billion, the company has grown to a formidable and comprehensive lifestyle brand: the label's textile collections include fashion for men, women and children, as well as shoes and bags. Other Diesel ranges include sun glasses, fashion jewellery, perfume and furniture.

**More information at [www.strax.com](http://www.strax.com)**

**About STRAX GmbH**

STRAX is Europe's leading specialist for accessory products and services for mobile communication with regard to product diversity, customer base and geographical reach. In this market, the company with headquarters in Germany (Troisdorf) covers the entire value chain including product development, purchasing, innovative logistical and packaging solutions as well as professional marketing support at the point of sale. The entire product and service portfolio is primarily aimed at mobile phone manufacturers, network operators, service providers as well as wholesalers and specialised trade. The STRAX group has offices in ten European countries and operates a modern logistics centre with an area of over 7,000 m<sup>2</sup> at the headquarters in Troisdorf. All logistical, sales and marketing processes are certified according to ISO 9001. Other branches are located in the United States, Peru and Hong Kong. The company that was founded in 1996 in the U.S. and Hong Kong company employs 120 staff throughout the world.

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