

# STRAX

**PRESS RELEASE**  
**December 14, 2021**

## **STRAX ACHIEVES ECOVADIS GOLD STATUS FOR SUSTAINABILITY**

**STRAX is committed to furthering sustainability which has earned the company a gold certification by Ecovadis, the largest independent provider of business sustainability ratings.**

STRAX has participated in Ecovadis annual surveys since 2013 and has previously achieved a silver rating, but the goal has always been to achieve a gold rating or higher.

“After working continuously towards improvements, we are pleased that our commitment has resulted in an Ecovadis Gold rating. The Ecovadis rating is the most important sustainability benchmark, not only for our industry but worldwide. This is an important milestone and quality indicator of STRAX sustainability work” says Gudmundur Palmason, CEO STRAX.

STRAX is a member of the UN Global Compact initiative and have set high standards for the business and a commitment to consistently improve with regards to sustainability and corporate social responsibility. The business model has some intrinsic sustainability challenges, with production in Asia and global sales, and products containing plastics and electrical components with batteries. Reducing environmental impact and furthering social sustainability in the value chain are key considerations from product and packaging design, to materials, production through to shipping.

“We put sustainability issues high up on our agenda many years ago and that has paid off in many ways, not least from a business perspective. Today, we have very robust processes for product design and development, taking sustainability, quality, and customer experience into consideration. This means we have products we can be proud of, and products very much appreciated by our customers. To be awarded the Ecovadis Gold certification is a great milestone, yet only one milestone on the path I see ahead” says Gudmundur Palmason, CEO STRAX.

**For further information please contact:**

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## About STRAX

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STRAX is a global leader in accessories that empower mobile lifestyles. Our portfolio of branded accessories covers all major mobile accessory categories: Protection, Power, Connectivity, as well as Personal Audio. Our new Health & Wellness category offers branded Personal Protection products. Our distribution business reaches a broad customer base, through 70 000 brick and mortar stores around the globe, as well as through online marketplaces and direct-to-consumers.

Wholly owned brands include Urbanista, Clckr, Richmond & Finch, Planet Buddies, xqisit, AVO+, Dóttir and grell, and licensed brands include adidas, Bugatti, Diesel, Superdry and WeSC. Our distribution business also services over 40 other major mobile accessory brands.

Founded as a trading company in 1995, STRAX has since expanded worldwide and evolved into a global brand and distribution business. Today we have over 200 employees in 13 countries. STRAX is listed on the Nasdaq Stockholm stock exchange.

## Attachments

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