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Krusell signs partner contract with Samsung

General press release

The Swedish mobile case manufacturer Krusell signs a partner contract with Samsung Electronics Co., Ltd. and joins their global SMAPP program.

SMAPP, which stands for Samsung Mobile Accessory Partner Program, opens up opportunities for Krusell and Samsung to design and market a line of Krusell products under the co-branding of 'Designed for Samsung'.

"We are very happy to announce this co-operation", says Ulf Sandberg, CEO of Krusell. "The partnership will not only be beneficial for both parties through a widened portfolio of products, it will also open new doors in terms of distribution of Krusell's cases and covers for Samsung Galaxy devices. To be approved as a partner of the mobile phone manufacturer will of course encourage all our colleagues at Krusell, and it will help our customers to have an attractive assortment in place at the launch of each new Samsung device".

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