

MADE IN MIND AND TEKTOS COMBINE TO TAKE THE MU GLOBAL 2013

New Partnership Debuts at GITEX, October 20-24, Dubai, Stand Z-J36

Made In Mind, the designer of the multi-award winning Mu smartphone charger, has signed a strategic partnership with Hong Kong Based, Tektos Ltd for production and distribution of the next generation of the Mu range of products.

The Tektos Group is headquartered in Hong Kong with facilities both there and in mainland China. It specialises in the design, development, manufacturing and marketing of world class consumer electronic products.

Matthew Judkins, CEO of Made In Mind commented, "Following the success of The MU charger in the UK domestic market and the excitement that the product created in the mobile industry, a move into the Middle East area was a natural progression for the company. With a large number of countries using the original three pin plug socket and a young growing population of consumer technology "early adopters" the United Arab Emirates is going to be an key area for growth for Made In Mind"

"In Tektos we have found a business partner that has the capacity, expertise, professionalism and enthusiasm to bring the next generation of Mu products to market all over the world. Made in Mind is now ready to take The Mu range of peripherals from being a shining example of UK design success to a worldwide product phenomenon" concluded Judkins.

Tom Mulvenna of Tektos said, "This strategic deal with Made in Mind is a real coup for Tektos. The Mu Charger has created great interest in the middle and far-east marketplace where its uniqueness and simplicity has made many designers both envious and excited. To be entrusted with the production and distribution of The Mu product range is a ringing endorsement of Tektos' staff and partners.

The deal, which was signed in August 2013, covers manufacturing of the existing and new range of Mu products, such as the EMEA/Worldwide travel adaptors and twin USB port tablet chargers, and distribution into territories where Tektos has proven and successful sales partners.

Available for use with market leading phones from Samsung, Apple, LG, HTC and Motorola, The Mu is rapidly becoming recognized as one of the UK's most recent product design successes and its second place in the 2013 **UKTI SmartUK Mobile Innovation awards**.

When not in use, The Mu folds down to a compact 14mm and thanks to its patented swivel mechanism the three pins of the plug are completely hidden, making The Mu 70 per cent smaller than a standard plug.

To accelerate an immediate international presence of the MU, Tektos and Made in Mind will be exhibiting at the Asia Expo in Hong Kong and GITEX in Dubai sponsored by UKTI, both in October 2013.

Following on from these key regional shows, an even larger range of innovative, design-led products will be unveiled at Mobile World Congress in February 2014.

The Mu has won a few awards too.

Awards:

Winner: Overall Design of the Year –Design Museum, Design of the Year (2010)

Winner: Product Design of the Year – Design Museum, Design of the Year (2010)

Winner: Institute of Engineering Designers – Alex Moulton Award (2010)

Finalist: Wallpaper Design Awards (2010)

Winner: International Design Excellence Award (2009)

Runner-up: James Dyson Award (2009)

Tektos and Made in Mind will be exhibiting at the following:

GITEX, October 20-24, **Dubai**, Stand Z-J36

www.themu.co.uk, RRP £14.99: Available online, in 02 stores, The British Design Museum and the Conran Shop.

ENDS

Notes to Editor

Product: Mu, www.themu.co.uk

Organisation: Made in Mind, www.madeinmind.co.uk

Availability: available now, from www.themu.co.uk, O2 Shops across the country, British Design Museum and the Conran Shop

RRP: £14.99

Tektos: www.tektosworld.com

Further information.

Contact: Mark Casey (07880 821987, markc@madeinmind.co.uk) or call The Mu PR hotline on 07803 875 919.

Product: High resolution product images, video content and expert comment available on request