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Mobile accessories manufacturer FIXED.zone increased turnover to 315 million crowns

In 2021, the Czech mobile accessories manufacturer FIXED.zone reported a turnover of 315 million. Year-on-year, this indicator managed to increase. The company sold a total of 1.76 million accessories, a one-quarter increase over the previous year. It sees 2022 as a period of many opportunities.

"The better than expected turnover results for last year have brought us a little bit closer again to our goal of becoming the European leader in the development, production and sale of mobile phone, tablet, wearables and smart accessories. We continue to develop and create our own designs with the utmost focus on the quality of each product. 2022 should be a pivotal year in increasing efficiency through automation and new information systems," said CEO Jan Moravec.

The greatest customer interest in 2021 was in FIXED products designed for protection or fast charging for mobile phones and tablets. The range of wireless charging and especially charging stations that can charge multiple devices (phones, headphones, watches) simultaneously was very successful. However, the most dynamic growth was recorded in categories that were new to FIXED - accessories for smartwatches, styluses for smartphones and tablets.

"We see a big opportunity this year in the charging range. Since last year, the charging adapter is no longer included in the phone package. However, current smartphones use higher charging capacities than most smartphones from years past. Older charging adapters are not optimal for charging new generations of smartphones. FIXED.zone therefore presents a wide range of small, powerful and safe chargers that are versatile. They charge current smartphones sparingly and quickly, but are also applicable for current tablets and laptops. Another alternative for charging is of course wireless charging, which is growing in popularity," says Daniel Havner, the company's founder and majority shareholder.

FIXED, a brand from České Budějovice, develops and manufactures accessories for phones, tablets and wearable electronics that protect them or simplify their use. In Prostějov, FIXED.zone has owned and operated a handmade production of luxury leather wallets and cases since 2014. The company currently employs more than 90 people. FIXED.zone shares have been traded on the START market of the Prague Stock Exchange since November 2021.



More about FIXED.zone

FIXED.zone a.s. is a purely Czech company with the ambition to become a European leader in the field of accessories for mobile phones, tablets, wearable electronics, notebooks and game consoles. It helps its customers to improve their devices, protect them, simplify their use and give them access to the latest technologies. The product range includes cases, protective glasses, chargers, mounts, headphones, power banks, cables, adapters, etc. FIXED.zone is majority owned by the founders, who are actively managing and developing the company. It employs more than 80 people. It is headquartered in České Budějovice and owns its own production of luxury leather cases in Prostějov. FIXED products are traditionally at the top of customer reviews and in 2019 the company won the prestigious EUROPEAN PRODUCT DESIGN AWARD. For more information, visit www.fixed.zone.

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