



SKROSS®
ADAPT TO THE WORLD

Electronics & Travel Accessories in Travel Retail



- Who is SKROSS?
 - «Totally Swiss» since 2002
- Presence in Travel Retail
- Brand and product strategy
- 3'200'000 Units per year

SKROSS®
20 YEARS



Lifecycle Management

Phase-in and Phase-out management difficult due to decentralized stores & supply

Products sold in Travel Retail are behind the ***“innovation curve”***

Universal Solutions vs. product or device specific solutions

Space

Operators ***underestimate the real potential*** of Tech

High relevance of Tech for younger generations & the travel industry

Limited space to present an ideal range of products from a consumer perspective - 80-20 rule



“Tech Savviness of Travel Retail Operators”

Multi-brand approach “*Trail Mix*”

Domestic tech retailer focus on a ***category captain for implementation*** of range and managing lifecycle

Most Travel Retail Operators work with ***various competing brands*** with various positioning, price points and conflicting lifecycles

= *confused consumer!*



***“Tech” is everywhere!
A constant in our journey!***









Sustainability at SKROSS

Achieve ***Max Quality*** in every aspect of our activity

Operational efficiency – ***data – data – data***

Product quality in design, longevity, packaging (bulk)

Eliminate waste, defects and optimize the supply chain

Than ~~K~~ you!

