

German market leader expands in GB

Date: 03-30-2007 11:33 AM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [J-Straps](#)

Agency: **alavia gmbh**



On the course to European growth thanks to (exclusive) licenses for mobile phone accessories

J-Straps, trend and cult brand for mobile phone accessories is pushing ahead with the expansion of its international business activities. After the manufacturer of mobile phone straps, bags and socks has evolved into one of Germany's leading cult-inspiring providers in just three years, the company is now striving to attain sustainable growth in Great Britain. The young enterprise is already able to fund this expansion completely on its own – a definitive indicator that it is on a successful course, based especially on exclusive movie, comics, sports, art and music licenses. The executive in charge of international growth is Sebastian Sibler, who took over the newly created position of Head of International Sales at J-Straps at the beginning of the year.

“We have ambitious goals,” says Sebastian Sibler. “In Germany many consumers no longer talk about mobile phone straps, but are principally referring to such products as J-Straps. It is our objective to become the synonym for cult and trend accessories in the large European markets as well.” The company is well positioned to achieve its targets: Just recently, J-Straps manufacturer Trendwerk77 secured a license from Disney in addition to its existing line of characters from Looney Tunes, Peanuts, SpongeBob, Shrek and Ice Age. The collection will be presented in the very near future. The Simpsons series, which will be launched in conjunction with the CeBIT in March, promises to be a huge success as well.

Just like it does in Germany, J-Straps will bet on close distribution partnerships with select retailers, chain store operators and hypermarkets in Great Britain. Sebastian Sibler can already report significant achievements.

J-Straps – individual style for mobile phones! J-Straps is a successful brand from Trendwerk77 GmbH which offers trendy mobile phone products. J-Straps straps, mobile phone bags, socks and lanyards are distinguished by their attractive design, high-quality workmanship and, above all, their exclusiveness. Trendwerk77 GmbH, which was founded by managing directors

Julia Derndinger and Holger Weißner in January 2004, holds a range of marketing licences for films, comics, sport, art and music, and is a market leader in its field. With twelve employees at its headquarters in Mülheim, Trendwerk77 is constantly developing and marketing new highlights and cult objects for fans of unusual and individual mobile phone accessories. Customers include well-known retail companies, chain stores and distributors in 14 European countries. J-Straps are sold at more than 10,000 points of sale.

J-Straps Media Relations
Stefanie Kohlen, Dirk Dembski
c/o alavia gmbh
Volmerswerther Straße 53
D-40221 Düsseldorf
Germany
Tel.: +49. 0211.300654-50
E-mail: press.jstraps@alavia.net
Website: www.alavia.net

[You can find this press release here](#)