

SKROSS builds presence in the USA with InMotion listings



With new listings in all InMotion stores across the country, the Swiss brand SKROSS will significantly expand its place in US travel retail

The digital accessories retailer, InMotion, acquired by WHSmith in 2018, offers a specialized shopping experience for travelers with a dedicated range of tech accessories, power, audio and more. SKROSS has been preferred partner for premium travel accessories at WHSmith for years and is pleased to achieve this special status at InMotion stores, too. "After the listing in the first UK store of InMotion last year, we are delighted to significantly expand our presence in the USA by being listed in almost 100 InMotion stores across the country from June onwards," says Rodolfo Müller, Global Travel Retail Manager, SKROSS.

InMotion will be offering the full range of power solutions from SKROSS - including its world-famous travel adapters and a complete range of cables, USB chargers and power banks. The products will be displayed in a dedicated wall space, allowing customers to efficiently find everything to stay connected while on the go.

InMotion will also be the first customer in the USA to present the brand-new universal travel adapters from SKROSS with integrated high-power USB C chargers. USB C is the new standard charging connection for more and more devices allowing substantial faster charge speed and greater

compatibility across various devices.

“We are thrilled to have signed this deal with InMotion, which is a great opportunity for us to grow in US travel retail. Our long-term partnership with WHSmith in the UK and international boosts our confidence that we will see an equal success with InMotion. Partnering with global players is a paramount factor for SKROSS, even more so in light of the current global crisis. We consider this new listing agreement a strong win-win situation where two global players join forces in order to be ready for a powerful comeback,” adds Sam Gerber, Managing Partner, SKROSS.