

# Punkt.



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SGW Global, the award-winning manufacturer of communication devices, has closed a deal with Punkt. to manufacture a unique mobile phone. The mobile phone has been designed exclusively for Punkt. by one of today's most influential industrial designers: Jasper Morrison.

Punkt. is a Swiss company pioneering solutions for simpler living. Petter Neby founded Punkt. in 2008 with a group of international professionals, and appointed Jasper Morrison as the brands art director. Head quartered in Switzerland, Punkt. aspires to reinterpret consumer electronics in a crowded marketplace dominated by giants.

Punkt. is built on the core values of function, design and simplicity. When it comes to product engineering and technology, attention to detail and usability are Punkt.'s key drivers. The forthcoming mobile phone, scheduled to launch in all markets in 2015, is based on this philosophy.

SGW Global specializes in the manufacture, design, sales and distribution of telecoms products and services throughout the world. Founded in 1991, its headquarters are in Shenzhen, China.

Malcolm Paton, Global Head of Marketing for SGW Global said "Working with Punkt is very exciting. Their products are the epitome of design and simplicity with a great consumer understanding. We are very proud to have been awarded this contract".

For further information contact [enquiries@sgwglobal.com](mailto:enquiries@sgwglobal.com)

**SGW Europe Limited**  
Unit 5 Scott's Sufferance Wharf  
1 Mill Street  
London SE1 2DF

**T.** +44(0)207403 0201  
**F.** +44(0)207403 8797  
**E.** [enquiries@sgweurope.com](mailto:enquiries@sgweurope.com)  
[www.sgwglobal.com](http://www.sgwglobal.com)