

# Skross boosts its connections at new Istanbul Airport



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Swiss brand Skross, the market leader in premium travel adapters and mobile charging solutions, has expanded its place in Turkish travel retail with displays showcasing its product portfolio across six stores at the new Istanbul Airport.

Through Turkish travel retail operator D&R, which opened a total of 10 outlets, Skross has branded and eye-catching displays in two dedicated electronics stores as well as four other multi-category stores.

Sam Gerber, Managing Partner, Skross, said: "With the opening of the new airport in Istanbul, Skross has seen an impressive expansion of its presence in this important hub. Our partner, D&R, has been able to secure a total of 10 stores, six of which display the full assortment, including our latest products in the category of chargers, cables and batteries."

Being present throughout the airport helps Skross to significantly increase its brand awareness among travelers from Europe, Asia and the Middle East, Gerber said.

Skross products are available in more than 100 countries. The product range includes world travel

adapters, USB chargers for car and home, power banks and USB cables. All products are designed in Switzerland to meet Swiss quality standards.