



Joint Press release

Axkid and The Techno Creatives are Internationally Awarded for Children's Safety Pad

Gothenburg, September 2021 - The children's car seats company Axkid and the product & design agency The Techno Creatives have been recognized by international design awards for their product Axkid Connect. This unique safety pad that protects children from hyperthermia, heatstroke, and abandonment has been awarded the prestigious Red Dot 2021 and nominated for the UX Design Award 2021 - being the only Swedish representative in the Product Category.

Axkid Connect detects—with its highly sensitive and integrated sensors—when the car temperature needs adjustment, when the child has been seated for too long, or if the child is left alone in the car. Via Bluetooth, an alert is sent to parent's smartphones, allowing them to act immediately.

"Heatstroke is unfortunately far more common than one would wish, and every year incidents occur where children become overheated due to being left unattended in hot cars. When technology was finally available to scale, we didn't think twice about developing a product that saves lives and provides parents additional peace of mind", says Daniel Johansson, CEO at Axkid.

"The purpose of Axkid Connect - to ensure children's safety - made this an inspiring project since the ideation phase. We were excited to co-create a product that makes an impact on people's lives through digital solutions. Receiving the Red Dot and the UX Design recognition is the cherry on the top", says Martin Persson, Strategist at The Techno Creatives.

The respected international awards come before the product completes one year on the market. Since October 2020, Axkid Connect has been commercialized as a separate add-on to existing child seats.

Awards

The Red Dot Design Award is one of the biggest design competitions in the world. Never before have so many companies and agencies faced the professional judgment of the international jury. In total, 20,000 participants submitted products, communication projects, brands, and prototypes and concepts.

On the Red Dot Award: Brands & Communication Design, where Axxkid Connect won, there were more than 9,000 entries. The award winners will be presented in Red Dot's yearbooks, museums, and on the Red Dot website (www.red-dot.org), from November.

"We are happy to receive the Red Dot award this year for the second time, which proves the new innovative Axxkid assortment. The Red Dot Award gives us another positive external verification that shows that team Axxkid has the capability to create unique, innovative and the safest products on the market", says Johansson.

The UX Design Awards is a global competition for user and customer experience organized by the International Design Center Berlin (IDZ). Among 400 projects from 32 countries, 140 receive the Nominee distinction.

According to the organization, The Techno Creatives and Axxkid were the only Swedish companies in the Product Category. "The list of UXDA former winners is read like a who's who of the design industry, and nominations are also seen as an outstanding accomplishment. We feel honored to represent Swedish design together with Axxkid", says Joel Rozada, CEO at The Techno Creatives.

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Axxkid.

We are a Swedish company with a passion for child safety on the roads. Our solution is rear-facing travel, for as long as possible. We believe that safety, comfort and training must be intertwined. Improved standards and greater awareness saves lives.

The Techno Creatives tailor iconic experiences, services, and products - partnering with companies across the globe. With offices in Gothenburg and Shenzhen, The Techno Creatives leverage design, strategy, and tech capabilities to explore, develop, and accelerate new impactful solutions.