

LE CORD

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LE CORD CREATE MOBILE ACCESSORIES MADE BY DESTROYED, ILLEGAL WEAPONS

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Consumer tech company Le Cord will be part of the Humanium Metal Initiative in order to put the problem of illegal firearms in the spotlight. The new charge accessory from Le Cord is made of the new Humanium Metal.

A Humanium Metal based product not only delivers vital financial support to affected individuals and countries, it also carries a strong ethical message.

There are hundred of millions of illegal firearms in the world. As a result, someone is shot every minute. Armed violence is a global epidemic that hits developing countries especially hard. Humanium is a new material made of recycled metal from gun destruction programs. All products made with Humanium Metal create new sources of funding for victims and projects aiming to rebuild conflict-torn societies and consumers who purchase Humanium Metal products, will be part of the solution to one of the world's greatest problems.

The Humanium Metal Initiative has started a number of collaborations with the private sector. Le Cord will be the world's first consumer electronics brand to launch a charge and sync accessory as part of the initiative. The 120cm woven charge and sync cable is engineered for secure flawless performance with current and future Apple products.

"Even though this is a fairly small piece of Humanium metal that will be attached to a cable, for our brand, this is a big important step putting us on the forefront driving sustainable and ethical values into the electronics industry", says Axel Isberg, Le Cord co-founder and designer.

Every Le Cord product has to pass through a thorough design and technical process in order to meet with the highest standards of quality and appearance. The Le Cord brand is under the Apple MFI program which means that their Apple accessories are manufactured with original Apple components. Over a short period of time, Le Cord has had great success on the international market and has collaborated with some of the world's most prestigious retailers and brands such as Maxfield, Colette, Harrods, Bergdorf Goodman, Alexander Wang and SoHo House. Today Le Cord is represented through 800 retailers in more than 45 countries.

Le Cord Humanium will be available this spring through selected retailers and at www.lecord.se/humanium-metal

For in depth info on the Humanium Metal Initiative, please visit: humanium-metal.com

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Le Cord™ was born in 2014 as a project under Local Electronics (LE), a Stockholm based design and research studio. The collections of premium sound, charge and sync accessories represents the studio individuals collective take on artistic details for the masses. Connect with Le Cord at www.lecord.se