

## **Sigma acquires industrial design company**

**Sigma has acquired the industrial design company T-Design AB in Huskvarna. "New expertise is being added to Sigma through this acquisition. Industrial design is becoming an increasingly important aspect of product development, not only for giving the products an attractive appearance, but also to give them a design that makes prototype creation and mass production efficient," says Staffan Andersson, business unit manager for Engineering Solutions at Sigma.**

The acquired company has four designers, who have previously collaborated with Sigma in various projects. T-Design will subsequently be integrated with the Sigma Product Development subsidiary in Huskvarna.

T-Design was formed in 1988 and now has such customers as ABB, SAAB, Stiga, Stifab, Bentone, Segerström Development and Fagerhults Belysningsarmatur. Although the company is still small, Staffan Andersson describes the acquisition as strategic. Initially, T-Design will be an additional resource for the Engineering Solutions business area, whose product development consultants are often involved in all stages, from concept to finished product. Several subsidiaries within the business area are also participating in Sigma's Automotive marketing program.

Industrial design expertise will also be in demand from Sigma's other operations, according to Staffan Andersson. "Industrial design is a form of brand profiling. A functional and attractively designed product has added value. Expertise is also important in terms of time-to-market. By involving various specialists in product development, the process of bringing a new product to market is faster," Staffan Andersson continues.

Cash payment will be made for the acquisition of T-Design. Designer Thorulf Löfstedt envisages new opportunities arising, when the company becomes part of Sigma. He emphasizes that this will benefit T-Design's existing customers and open the door for expansion.

Sigma is a leading supplier of consulting services in the areas of e-solutions, embedded solutions and engineering solutions. The Group, which has some 3,000 employees in 11 countries, focuses on solutions for interaction, innovation and integration. Sigma's guiding principle is to strengthen its customers' competitiveness and brands. ([www.sigma.se](http://www.sigma.se))

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