



Press release, April 19th 2017

Howl and Frankly become Above, innovation agency of tomorrow

After several years' collaboration, design agency Howl is now merging with Frankly's engineers. Under the new name Above, they will focus on sustainable innovation in the borderland between technology and design. Today, a third of their turnover consists of projects for international clients; they now plan on strengthening their global presence.

"We are now one big family with a colourful mix of competences, skills and knowledge. This will create interesting dynamics, allowing us to solve problems in an innovative and integrated fashion. This kind of approach is vital to agencies determined to survive tomorrow's markets. The world is changing fast, with ever more complex problems to solve; this requires us to challenge each other and examine problems from many different angles. In this, Above is already ahead of its time, and we are all extremely happy about the merge," says Claes Lundin, Frankly's former CEO.

Above's business idea is to combine tech and design to solve today's problems and help create a better tomorrow. Each innovation springs from problems identified within a client's business, an industry or the end user; a simplistic Scandinavian design runs as a common thread throughout all projects. Clients are provided with the whole product development process, from idea to packaged product, without handoffs between engineering and design.

Throughout the years, Howl and Frankly have created products ranging from smart ear buds for surfers to life-saving instruments for fire-fighters, solving problems for both start-ups and major global brands. Their innovative solutions can be found in a wide range of companies including Facebook, IKEA, Iittala, POC, Scania, iZettle, Tetra Pak and many more.

"Our innovative skills are what set us apart from other agencies. Having worked at purely design-focused agencies, it's obvious to me that our mix of competences gives us that extra edge. It's in the convergence between strategy, technology and design that genuinely creative ideas are born. Our solutions are rarely predictable, and our holistic approach – combined with a straightforward, honest attitude – is something our clients truly appreciate," says Filip Sauer, former CEO of Howl.

It is chiefly in the prototype workshops and electronic labs in Stockholm and Malmö that innovations are born, but Above also has an office in Shenzhen, China. With this merge, Above hopes to strengthen their offer, eventually opening offices in markets where their clients have a strong presence. Their international projects already make up 30% of their combined turnover.

"We are passionate about equipping our clients for the future. To succeed, we need to keep up a strong and steady innovation pace, and continue to mix design, business development and technology in ways that are socially and environmentally sustainable. Innovative climates require dynamics, which is why we strive to create a better balance between men and women from different backgrounds and cultures," says Claes Lundin.

For more information:

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We are Above

Above is a Scandinavian design and innovation agency who believe that a sustainable future is built today. Our business idea is therefore to create beautiful, smart and valuable experiences that improve the quality of life. Today and tomorrow.

We transform businesses, brands, products and services by preparing them for the markets and needs of the future. We are a family of researchers and engineers who strongly believe that great minds don't think alike. We are certain that the best inventions are born through a seamless fusion of strategy, design and technology. That's why we embrace each other's differences, skills and personalities in order to evolve and be an agent for change. Together we are Above.