

GERONIMOX

Press Release | Muenster 28th November 2019



GERONIMOX GX23 home in Brave Red. The perfect combination of optimal performance and pure luxury. The unique design language of the hybrid design - half roll, half bag - is characteristic of the German tool roll.

Muenster-based start-up transforms hand tools into a luxury lifestyle product

Under the motto "Made in Germany and the best of everything", the founders of the start-up GERONIMOX developed the German tool roll for the luxury segment. As the perfect gift for discerning people who already have everything. Or for those who demand optimal performance in all areas of their life. The tailor-made tool roll contains 23 of the best hand tools from German tool specialists as well as appropriate accessories - in a quality that is normally reserved for professionals. The collection is ideally matched to the challenges in your own home. High-quality, full-grain cowhide, which is crafted by a traditional leather manufacture of luxury brands near Weimar, ensures a luxurious and sensual experience during use. From the front, the tool roll looks more like an exclusive weekender bag. The open side view shows the design to be a hybrid of classic roll and bag. The idea, design and branding comes from the company founders Robert Holmes, an Englishman living in Germany, and Heike Peters from Münster. Both developed the start-up from their communications agency. GERONIMOX has already been awarded the German Design Award 2020 in the "Luxury Goods" category. www.geronimox.com press@geronimox.com