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Press release
Stockholm, 9 February 2026
For immediate release

From Square 1 to Cords®: Viktor Lundberg designs power as a system.

Viktor Lundberg, designer of Avolt's Square 1, has designed the full Cords® collection in Stockholm: six power and charging products in one design language and five colours.



Viktor Lundberg. Self-portrait.



Cylindric UX1 in Sand. Photo: Cords®.

Facts

Name
Viktor Lundberg

Role
Co-Founder and Designer, Cords®

Before
Co-Founder and Designer, Avolt, 2018–2020

Square 1
Red Dot, 2019

Based
Stockholm

Designed
Cylindric UX1, Cubical C1, Circular C2, Squared S1, Extend E1, USB-C Cord A1

Viktor Lundberg co-founded Avolt and designed its first product, Square 1, which won a Red Dot in 2019. With Cords®, he set out to go further. Not one object, but a range of power strips, chargers and cables that share one design language and one colour palette.

Engineering first

Before industrial design, Lundberg worked in highly technical fields, from the space industry to nuclear power. Those years shaped how he thinks about safety, performance and products that have to work for a long time.

Cords® goes deeper into the engineering than his first product did: more power, careful thermal design and products that work together, visually and technically. Cylindric UX1 shares 165 W across four USB-C ports. The power strips sit on the table, on the floor or under the desk. Every product has a braided cable, and Cubical C1 and Squared S1 have magnetic bases.

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> “I didn’t leave design. I went deeper into it. That first project showed me what was possible. Cords® is about taking that insight further. More depth. More responsibility. A longer view.”
>
> Viktor Lundberg, Co-Founder and Designer, Cords®

One system

Every product is drawn in the same soft geometry. Each comes in the same five colours of the Cords® Color System, inspired by Le Corbusier’s Architectural Polychromy.

Cords® launched in Europe at the start of 2026. Lundberg is based in Stockholm, where the range is designed.

About Cords®

Cords® designs power strips, USB-C chargers and cables in Stockholm. Six products in five colours, made to sit on the table rather than under it. Cords® is sold at cords.com in 24 EU countries and Norway.

Press contact

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Images

Images, product sheets and logos: cords.com/pages/press