



## PRESS RELEASE

January 7<sup>th</sup>, 2022

## **REDKEY USB WINS GLOBAL BUSINESS EXCELLENCE AWARD**

Redkey USB LTD has just been announced as winner of the Outstanding Innovation category at the 2021 Global Business Excellence Awards.

Redkey USB LTD, a London-based company, has been recognized for its software that securely wipes all data from the hard drive inside a computer. The company's products are primarily marketed through crowdfunding platforms such as Kickstarter and Indiegogo and distributed worldwide. Redkey continues to attract numerous new users attracted by the company's offer of unlimited use of its product and free lifetime software updates. With 90 percent of its products being exported (primarily to North America), and the recent introduction of new technologies such as the ability to wipe mobile devices, the company continues to grow organically - frequently attracting new customers through video based social media influencer marketing campaigns.

The Global Business Excellence Awards pride themselves on having a large panel of independent expert judges who select winners according to strict criteria for each category and sector, focusing on financial results, innovation, customer, employee, investor and community benefits.

Commenting on Redkey USB, the winner in the Outstanding Innovation category, the chairman of the judges said: "Redkey USB is a true innovator and gamechanger in the data wipe software market. Originally, the company planned to move into the repair and recycling of mobile devices but on discovering that the cost of data wiping by third parties was prohibitively expensive, it decided to invent its own competitively-priced data wipe software product. Today through various rounds of crowd funding and excellent use of social media, Redkey USB has shaken up the data wipe market and become a leading innovator in its field."

Upon receiving the Award, Gareth Owen (Company Director) said: "It's our pleasure to accept this prestigious award. We are grateful for all the support we have received over the years and look forward to continuing to lead the way in innovation. Our continuous reinvestment in product development and infrastructure ensures that our products combine the latest technology with great value and reliable performance."

The Global Business Excellence Awards are one of the world's highest profile awards and winning this accolade speaks volumes about Redkey USB. Due to their high profile, the Awards attract a wide range of entries from across the world, from large international PLCs and public sector organisations to dynamic and innovative SMEs. The winners all have one thing in common – they are truly outstanding at what they do.

- Ends -

## Notes for editors

### For further information contact Kate Morgan-Tolworthy:

E: [kate@awardsintelligence.co.uk](mailto:kate@awardsintelligence.co.uk)

T: 01444 230130

### About the Global Business Excellence Awards

The Global Business Excellence Awards are open to private, public and third sector organisations of all sizes, based in any country around the world. Entrants to the Global Business Excellence Awards do not have to be operating globally to enter the awards, entries are judged against other entries from the same country. There are four rounds each year with quarterly deadlines being the last working day of February, May, August and November and winners for each round hold their title for twelve months.

Visit <http://www.gbeawards.com/> for further information

### About Awards Intelligence

The Global Business Excellence Awards are marketed and administered by [Awards Intelligence](#) the World's leading provider of business awards and personal honours services, providing news, information and support to progressive individuals and organisations across the world.

For more information and to find out how to register your business for the next round of the Global Business Excellence Awards, visit <http://www.gbeawards.com/>