



POWERBOX  
A Cosel Group Company

## Powerbox wins Power Product of the Year in recognition of its technical prowess in coreless power solution

**Press Release**  
**October 01, 2018**

**Powerbox, one of Europe's largest power supply companies with more than four decades as a leading force in optimizing power solutions for demanding applications, has won the Power Product of the Year accolade at the prestigious Electronics Industry Awards. Organized by Datateam Business Media in association with CIE magazine, the Electronics Industry Awards is designed to recognize the many successes in the electronics industry, celebrating outstanding companies, people and products. At a special awards ceremony in Birmingham on September 22, Powerbox's Chief Marketing and Communications Officer Patrick Le Fèvre accepted the award from Intelliconnect's Managing Director, Roy Phillips.**

Powerbox's winning entry, the coreless GB350, is a 350W buck converter that is used to power equipment in medical and industrial applications such as MRI scanners and particle accelerators. Faced with the challenge of designing a unit that operates within an MRI scanner with a magnetic field of 6 Tesla, engineers at Powerbox did away with magnetic cores altogether and created a unit with air-cored inductors. Four-phase switching at 600kHz, a total of 2.4MHz, allows the air-cores to work, and a digital processor manages everything from switching parameters to output voltage characterization.

Amy Wallington, editor at CIE magazine, comments: "I would like to congratulate Powerbox on winning the Power Product of the Year Award. The company should be very proud of this huge achievement, especially as it was voted the winner by their colleagues in the electronics industry. We wish them every success in the year ahead with any new products and hope to see them entered again next year."

"It is very apt that Powerbox has won an Electronics Industry Award for a product that is so innovative. It is also a strong sign that the advanced coreless technology developed by our engineers in Bremen is recognized worldwide as leading edge technology to power medical applications," said Martin Sjöstrand, CEO at Powerbox. "It is with great pride and recognition that we receive this award for a product that will contribute to make diagnostic and treatment better and more efficient."

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**From left to right: Roy Phillips, Intelliconnect Managing Director; Nick Theodoris, Cosel European Sales Director; Patrick Le Fèvre, Powerbox Chief Marketing and Communication Officer ; Sean Collins, Comedian and Master of Ceremony**

**Related link:**

Power Supply Unit for MRT Systems GB350  
<https://www.prbx.com/product/gb350/>

**About Powerbox**

*Founded in 1974, with headquarters in Sweden and operations in 15 countries across four continents, Powerbox serves customers all around the globe. The company focuses on four major markets - industrial, medical, transportation/railway and defense - for which it designs and markets premium quality power conversion systems for demanding applications. Powerbox's mission is to use its expertise to increase customers' competitiveness by meeting all of their power needs. Every aspect of the company's business is focused on that goal, from the design of advanced components that go into products, through to high levels of customer service. Powerbox is recognized for technical innovations that reduce energy consumption and its ability to manage full product lifecycles while minimizing environmental impact. Powerbox is a Cosel Group Company.*

**About Cosel**

*Established in Japan 1969, Cosel is one of the world's leading designers and manufacturers of high performance AC-DC Power Supplies, DC-DC Converters and EMI Filters. With quality, reliability & flexibility as our main focus, we pride ourselves on developing some of the highest quality and most reliable products seen anywhere in the world today. Cosel is a \$284m global company employing some 790 staff with sales offices throughout Japan, Asia, Europe and North America.*

**About the Electronics Industry Awards**

<https://www.electronicsindustryawards.co.uk/>

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**For more information**

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