

**MEDPI 2019: Hall 7.3, Booth G05**

## **STRAX PRESENTS 2019 ACCESSORY LINE UP**

Paris, March 29, 2019 - Global mobile accessories specialist STRAX announces its presence at the MedPi, which will take place in Paris from April 2<sup>nd</sup> to 4<sup>th</sup> 2019.

STRAX will showcase new launches from its house brands (Urbanista, Xqisit, Thor), licensed brands (adidas, bugatti) and partner brands (Zagg, Spigen, X-Moove, Divoom, Pela and PopSockets).

### **AUDIO**

#### **NEW: URBANISTA STOCKHOLM**



#### **The latest in wireless sound with touch panels, long battery life and more**

Compatible with Android and iOS, the new Stockholm earbuds are designed to go anywhere for music and tech lovers alike. If you're looking for a new device that makes your voice and listening crystal clear, from the subway to a noisy office, look no further than the Stockholm. They are equipped with multifunction touch panels which allow you to adjust the volume, switch between tracks, answer phone calls and activate voice assistants (such as Siri and Google Now).

Available in four colours: Dark Clown (Black), Fluffy Cloud (White), Rose Gold (Pink) and Olive Circus (Green)

MRSP €99,99

#### **NEW: DIVOOM MACCHIATO**



#### **Incredible sound for the size**

Macchiato produces an incredible audio experience. Targeting youngsters and families, the Macchiato is the perfect gift that keeps giving with incredible sound. Divoom professional audio engineers tirelessly tune the Macchiato audio with the latest DSP technology. And the design is just as beautiful as the sound, every Macchiato is elegantly crafted with precision.

Available in four colours: Airy Blue, Matcha Green, Royal Pink, Nocturna Black

MRSP €69,99

## PROTECTION

### **NEW: GEAR4 CHELSEA SWAPPABLE INSERTS**



#### **Express your style effortlessly**

With phone cases becoming the most important accessory to your outfit, Chelsea swappable inserts allow you to express your style effortlessly. Each pack contains a collection of 4 designs inspired by global trends.

Simply combine with a Gear4 Piccadilly or Crystal Palace case for the perfect balance of style and impact protection.

Chelsea (4 Designs Per Pack) MRSP €13,99. Crystal Palace Case MRSP €34,99

### **NEW: LA MANON COLLECTION by SPIGEN**



#### **Inspired by the chic and confident lifestyle of Parisians**

LA MANON's brand concept embodies the style of today's Parisian. The chic and sleek designs combine with robust protection in a flexible and lightweight design.

MRSP €24,99-29,99

### **NEW: PELA ECO-FRIENDLY PHONE CASE**



#### **The world's first 100% compostable phone case with plastic free packaging**

The new Pela case is made of Flaxstic® - a starch-based biopolymer, recycled materials and flax straw 'waste' for additional strength and comes in plastic free packaging. Flaxstic® biodegrades in a regular compost bin. Pela also donates a percentage from each sale back to environmental initiatives.

MRSP €39,99

## **NEW: POPSOCKETS SWAPPABLE POPGRIPS AND POPTOPS**



### **Wireless charging compatible PopGrips**

Swappable PopGrips allow you to swap out your PopTops to make them wireless charging compatible. Like the Original PopGrips they offer a secure grip so you can text with one hand, snap better photos, and watch videos hands-free. They function as a convenient stand so you can watch videos on the fly and are Mount compatible.

Starting MRSP PopGrip €14,99 & new PopTop €10,99

## **NEW: THOR® GUARD - PREMIUM FILM SCREEN PROTECTOR**



### **Premium film protection for the new Samsung Galaxy S10 and S10+**

THOR® has launched a new line of smart film screen protection which will initially launch for the Samsung Galaxy S10 and S10+ devices where the fingerprint readers are embedded in the display.

This new range will complement the premium selection already available from THOR® Glass which is up to 6 x stronger than regular tempered glass screen protectors and twice as hard as leading competitors and available for all major handsets.

Both THOR® Glass and THOR® Guard come with easy to use applicators in the pack.

MRSP €29,99-39,99

## **DEMONSTRATION: ISOD IN-STORE DEVICE PROTECTION SERVICE**



### **InvisibleShield On Demand (ISOD) for instant, invisible screen protection**

In seconds, your in-store expert can cut and accurately apply to any phone, tablet, smartwatch, laptop or game device – no matter how new, how old or what size. It's the instant protection and peace of mind you need to live fearlessly from moment zero.

Visit the stand for a demonstration. MRSP €19,99 – 39,99

## POWER

**NEW: MOPHIE CHARGE STREAM™ PAD+****Ultra-fast universal wireless charging pad**

Compatible with both Apple and Samsung Fast charge-enabled devices, the Mophie Charge Stream Pad+ delivers the fastest possible charge. It can charge through phone cases up to 3mm thick, reducing the need to constantly remove your case. Its 360° rubberised non-slip TPU coating helps prevent your device from moving around on the charger.

MRSP €69,99

**NEW: X-MOOVE ENERGY STATION****Recharge up to 5 devices at once with or without wires**

Replace all your chargers with a single, simple charging station. The X-Moove Energy Station integrates a Qi compatible high-speed wireless charging surface (10W) together with 3 USB-A ports and a USB-C Power Delivery port. The Energy Station is perfect for homes and offices looking to tidy up the mess of multiple charging cables with a great looking energy station.

MRSP €69,99

**NEW: X-MOOVE POWERCAR CONTACT****Car mount with integrated wireless charging**

The Powercar Contact embeds a clever automatic claws system that works with your phone weight. Simply lay your phone on the phone holder, the claws will automatically tighten.

It easily mounts on your car air vent or windshield thanks to its air vent clip and suction cup mount in the pack.

Includes a dual USB car charger to charge both your POWERCAR MOUNT as well as another device via a regular cable.

MRSP €54,99

## ABOUT STRAX

STRAX is a market-leading global company specializing in mobile accessories. STRAX has built a House of Brands to complement its value-added customer-specific solutions and services. STRAX House of Brands includes proprietary brands: XQISIT, Urbanista and THOR and licensed brands: adidas and bugatti. In addition, STRAX represents over 40 major mobile accessory brands. STRAX sells into all key channels ranging from telecom operators, mass merchants and consumer electronics to lifestyle retailers and direct to consumers online. STRAX was founded in Miami and Hong Kong in 1995 and has since grown across the world. Today, STRAX has approximately 200 employees across 13 countries with its operation HQ and logistics center based in Germany. STRAX is listed on the Nasdaq Stockholm stock exchange.

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