



# Custom Gadget Cases

Durable, personalized slip-on shells for mobile devices.

## Designer Wear For Your Customers' Devices

### Available For:

iPhone 4(AT&T, Verizon), iPhone 3G/3GS, iPod Touch 4G, BlackBerry Bold 9700, BlackBerry Curve 8520/9300/3G, Samsung Galaxy S Vibrant

CASE·MATE 



### Custom Case Types:

**Standard/Barely There:** Hard, protective outer shell offers lightweight, personalized protection for gadgets.

**Tough:** Soft, black rubber sleeve or insert fits inside hard outer shell – a stylish, yet substantial double-layer case for added impact protection.

### Included:

Screen saver, applicator card and cloth

### Image Specs:

Image type: JPEG; 1660 x 978 @ 300 DPI (Samsung Galaxy S Vibrant), 1530 x 969 @ 300 DPI (for all other devices)

### Personalization Options:

Photos - full bleed & template, Customers' artwork or designs  
Designs - Gallery of popular designs and graphic backgrounds  
Appearance - Portrait and landscape

### SLA:

3 business days.



*Photos of family and pets are the most popular choices for personalized cases, followed by readily available designs.*

*Case-Mate Consumer Survey*

Available in **Builder** and via **XML** submission.

Accessorize their mobile gadgets. Enable durable protection and stylish personalization of your customers' mobile devices with custom Case-Mate cases.

#### Convenient

All cases provide easy access to device ports, headphone jack and controls. Form-fitting cases protect and personalize without interfering with device functions.

#### Attractive

Brilliantly sharp sublimation printing makes graphics, designs, photos and text stand out on protective, outer shell. Users can choose any digital photo, personal artwork or choose from our design gallery.

#### Protective

The soft inner rubber insert in Tough cases keeps the device off direct contact with surfaces, preventing scratches and frictional damage when placed face down.

#### Tuned to Their Tastes

Personalized cases will be made available for most latest gadgets and popular mobile devices, so no matter which brand of Smartphone or music player your customer owns, she will likely find a case to match in our Builder catalog.

Contact us today to begin offering Custom Gadget Cases from Case-Mate to your customers and to add other trendsetting products to your site.



# Custom Gadget Cases

Durable, personalized slip-on shells for mobile devices.

## Opportunity

Case-Mate Market Research and Consumer Survey findings point towards the growing popularity of custom cases, especially when consumers can use personal photos and artwork to customize them.

Over 76% of consumers surveyed had used personal photos to create custom cases for their mobile devices.

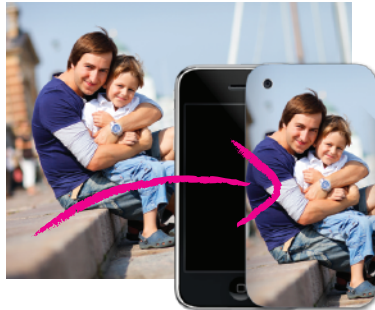
Over 93% of consumers who had purchased Case-Mate cases said they would recommend them to friends.

CASE·MATE  Survey

## 'Family', 'Pet', 'Art', 'Personal Creation' - Most Popular Custom Case Choices

### What do consumers do with the photos they capture?

According to ezprints Consumer Survey, over 40% of consumers capture 100-300 photos a month. 45% of consumers share pictures on Facebook, with women uploading twice as many photos as men. 80% store photos on their computers.



PERSONALIZE IT 

### What kind of photos do consumers use to create custom gadget cases?

Case-Mate research shows that over 28% of respondents used photos of family, about 20% used pet photos. About 15% used personal creations or designer art. Customers also used scenery, logos and vacation photos to create custom cases.



Consumer reviews of custom gadget cases indicate the importance and role of uniqueness and personalization when it comes to accessorizing gadgets. Custom cases, besides protecting customers' gadgets, also give them an opportunity to flaunt their personality and make a casual, yet boldly creative statement. In 2011, Case-Mate cases featuring William and Kate, for instance, were among the more sought after Royal Wedding souvenirs.



Across product categories, consumers rate print quality, product quality, affordability, durability of product, variety and design selection among the most important criteria for choosing personalized products. ezprints surpasses benchmarks on all these factors and has been exceeding lead conversion expectations over the past few years.

Contact us today to begin offering Custom Gadget Cases from Case-Mate to your customers and to add other trendsetting products to your site.