



# Porcupine Products

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January 2024

# About Porcupine Products

## Innovation for mobile tech

As a design led company we love to innovate; we produce stylish products that people want.

We focus on understanding consumer needs, identifying new opportunities and user experiences to deliver creative product solutions. We do this in an environmentally sensitive way.

Porcupine Products are made using recycled plastics and we partner with ethical organisations who are working to reduce plastic waste and improve the environment.

All our packaging is 100% recyclable.

We are building our business on the trust and integrity of the founders' reputations, earned over many years in the industry.



## About the Founders

### Who we are...

We are a dedicated team of like-minded tech industry experts who have worked together over many years.

The co-founders alone combine over 30 years' experience in the mobile accessories industry. We have worked for some of the world's biggest tech brands, designing, managing and selling thousands of products and have delivered millions of units over the years.

Our skill, experience, networks and supplier base place us in the ideal position to deliver exceptional products and generate value for our customers.



**Charlie Colquhoun**  
**Design Director**



**Alastair Kingsland**  
**Product Director**



**Daniel Phibbs**  
**Sales Director**



# Our Sustainability Partner

## Seven Clean Seas

[www.sevencleanseas.com](http://www.sevencleanseas.com)

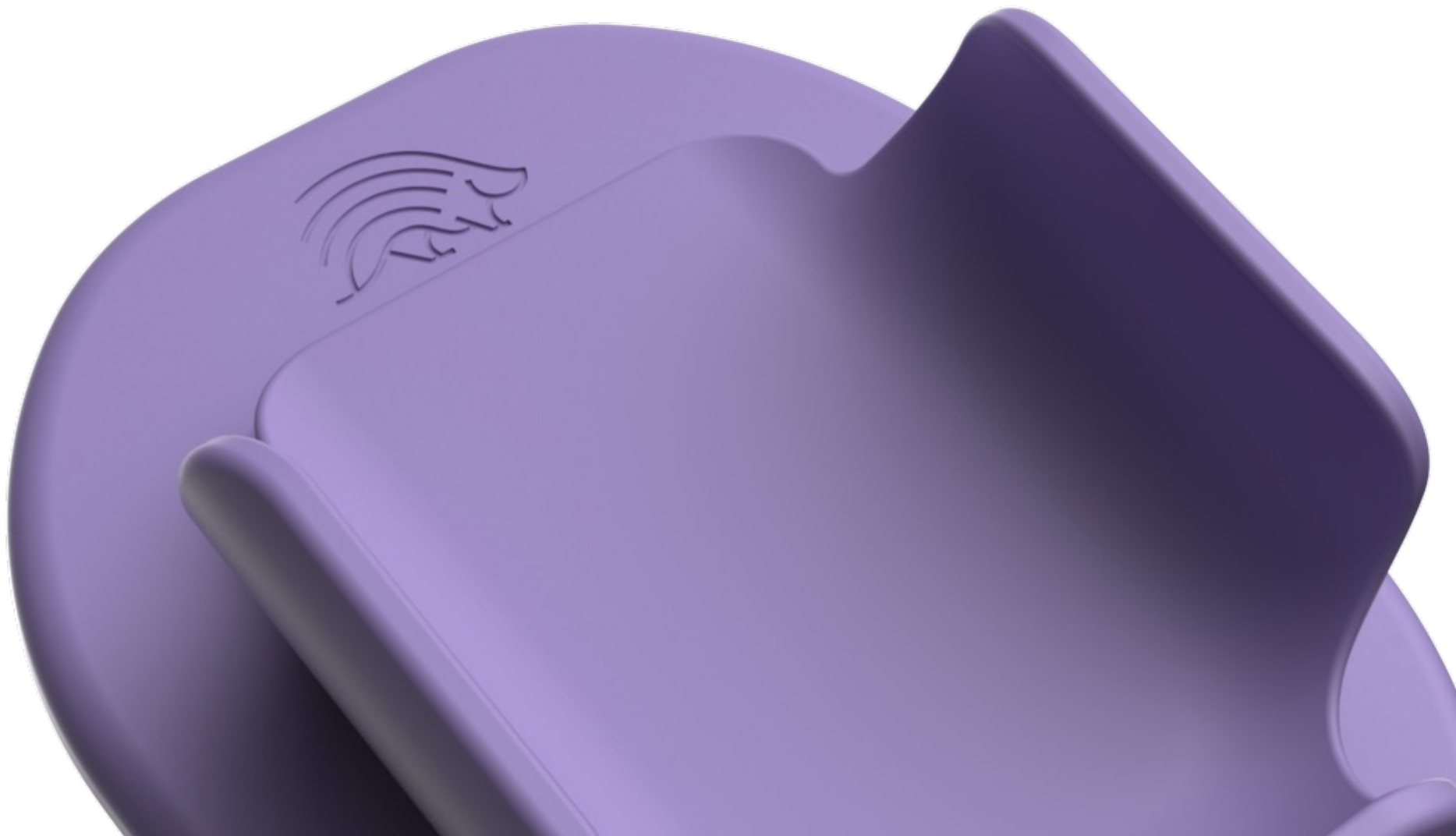
We are working with Seven Clean Seas to offset the plastic used in our products for an equivalent weight recovered from oceans and rivers.

SCS goes beyond ocean clean-up and works with governments, industry and communities to campaign, measure, educate and tackle pollution at source. It has ethical employment programs for all its employees, and numerous initiatives including a recycling center in Bitan, Indonesia and a river HIPPO in Thailand because more than 70% of all ocean plastic enters the ocean via rivers.





**AirPack**



## **AirPack** (the backpack for AirPods)

Apple's AirPods continue to dominate the TWS earbuds market (35.8% market share).

Apple sold 82 million AirPods in 2022 alone and is driving up the ASP of earbuds.

Thanks to Netflix, Tik Tok, Instagram, Twitch etc...time spent watching movies and short form video is doubling every year with the US consuming on average, 50hrs per week per person.

Using AirPods and watching content on-the-go is going to continue to rise.

AirPack keeps your AirPods safe and close to hand, whilst also making your phone easier to hold. In addition, the AirPack provides a movie stand function.

*'With AirPack, I know I won't lose my AirPods, and it makes watching content easy, wherever I am'*

– Sarah (Putney to central London, commuter)



# AirPack

Keep-it **Safe**

Hold-it **Safe**

Stand-it **Safe**



Ultra-strong MagSafe magnets keep the AirPack safely attached but are easily removed for charging.

>50% Recycled plastics & 100% Recyclable packaging.

Never lose your AirPods and enjoy a convenient movie stand.



# AirPack



MagSafe compatible  
**Easy-on / Easy-off**





# One - Size - Fits - All current AirPods

Multiple colours – One size



Apple **White**



Slate **Black**



Fiery **Orange**



Lovely **Lilac**



# One - Size - Fits - All current AirPods

Multiple colours – One size



Apple **White**



Slate **Black**



Fiery **Orange**



Lovely **Lilac**



# Summary

## AirPack

MSRP £24.99 / €29.99 / \$29.99



AirPods  
Universal

Colours  
Apple White  
Slate Black  
Lovely Lilac  
Fiery Orange

Colour MoQ  
250 units



Packaging  
100% Recyclable





**AirClip**



## AirClip (clip-on AirPods holder)

AirPods are the worlds most successful TWS earbuds. The AirPods charging case keeps the earbuds safe and fully charged when not in use.

Current AirPods case products 'bounce' around on carabiner style clips which is annoying and impractical.

AirClip is designed for ease of use, comfort and security.

*'I would use this product because it will keep my AirPods safe and secure while I am exercising or just out and about.'*  
– Jacob (Cambridge University Rowing Club)



# AirClip

Clip-it-on **Safe**

Slipping **Prevented**

Bouncing **Stopped**



The AirClip is super easy to use and adaptable for many use occasions.

Clip-it onto cloths or into a handbag/purse to find quickly.

Keep your AirPods, close, safe and easy to find.



Anti-Slip **Grip**



# One - Size - Fits - All current AirPods

Multiple colours – One size



Apple **White**



Slate **Black**



Fiery **Orange**



Lime **Green**



# One - Size - Fits - All current AirPods

Multiple colours – One size



Apple **White**



Slate **Black**



Fiery **Orange**



Lime **Green**





# Summary

## AirClip

MSRP £19.99 / €24.99 / \$24.99



AirPods  
**Universal**

**Colours**  
Apple White  
Slate Black  
Fiery Orange  
Lime Green

**Colour MoQ**  
250 units



Packaging (FPO)  
**100% Recyclable**





**MagBag**



# MagBag

When you need an extra pocket but don't want a bag.

*'With MagBag I won't need to worry about my keys or necklace at my yoga class. Everything is safe and handy'*

– Cheryl (Norwich, Norfolk)



# MagBag



MagSafe attach straight onto the phone or MagSafe phone case.



## MagBag

A flexible pocket whenever you need one.

MagSafe attachment and zip closure.

Useful for keys, cards, lipstick, money etc. Keep them close to hand and safe.



# MagBag

Multiple colours



Rubbery **Black**



Rubbery **Blue**



Rubbery **Lime**



# Summary

## MagBag

MSRP £24.99 / €29.99 / \$29.99

### Colours



Rubbery Black



Rubbery Blue



Rubbery Lime

### MoQ

500 units



Packaging  
100% Recyclable





## Initial Product Range

### AirPack

MSRP £24.99 / €29.99 / \$29.99



### AirClip

MSRP £19.99 / €24.99 / \$24.99



### MagBag

MSRP £24.99 / €29.99 / \$29.99









**Thank you**



# New Product Ideas for 2024



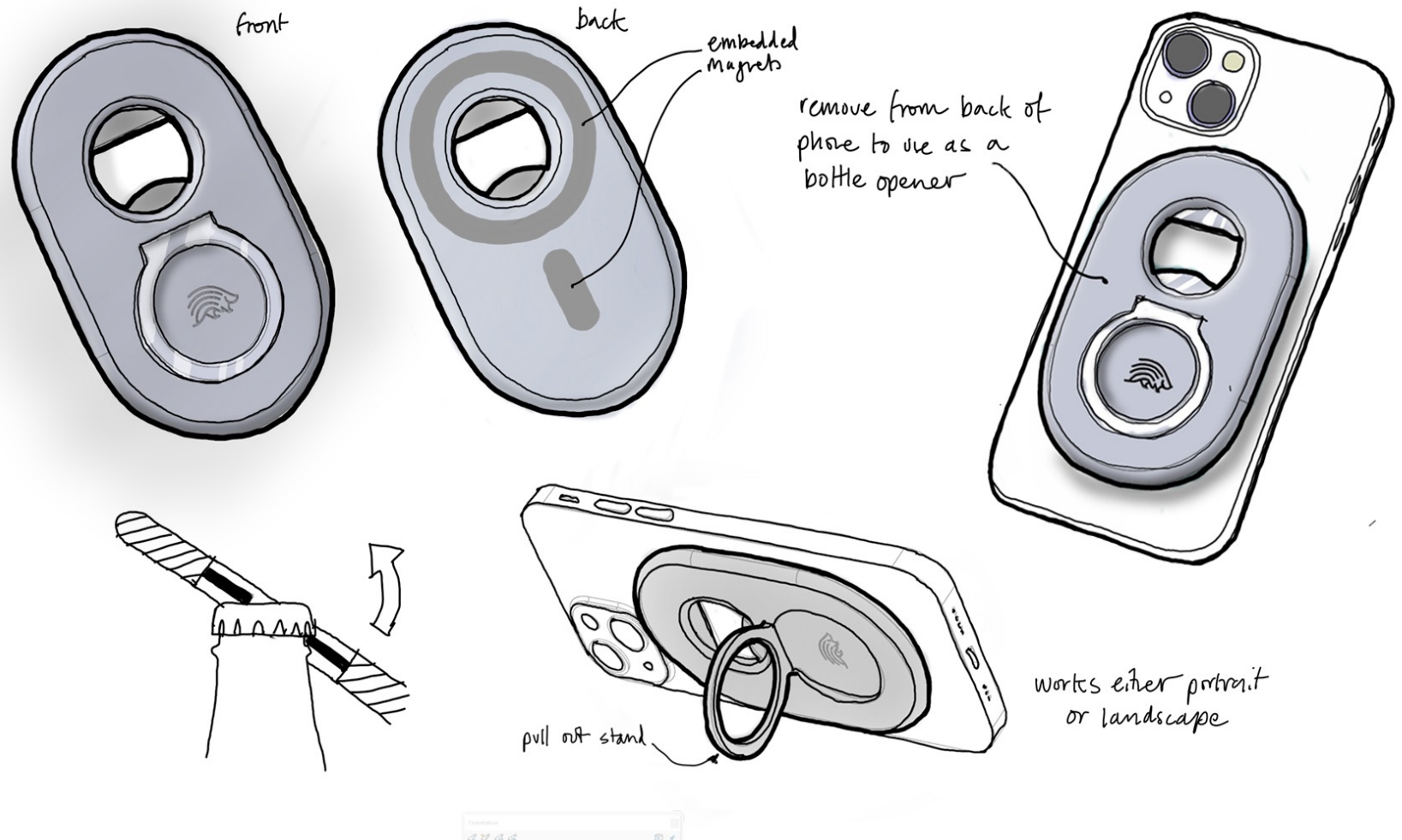


## New Product Ideas

### MagSafe Tool & Bottle Opener

A bottle opener that's always to hand! Attach it to your phone so you can keep it with you.

Doubles up as a stand so you can watch a movie with your favourite beer!



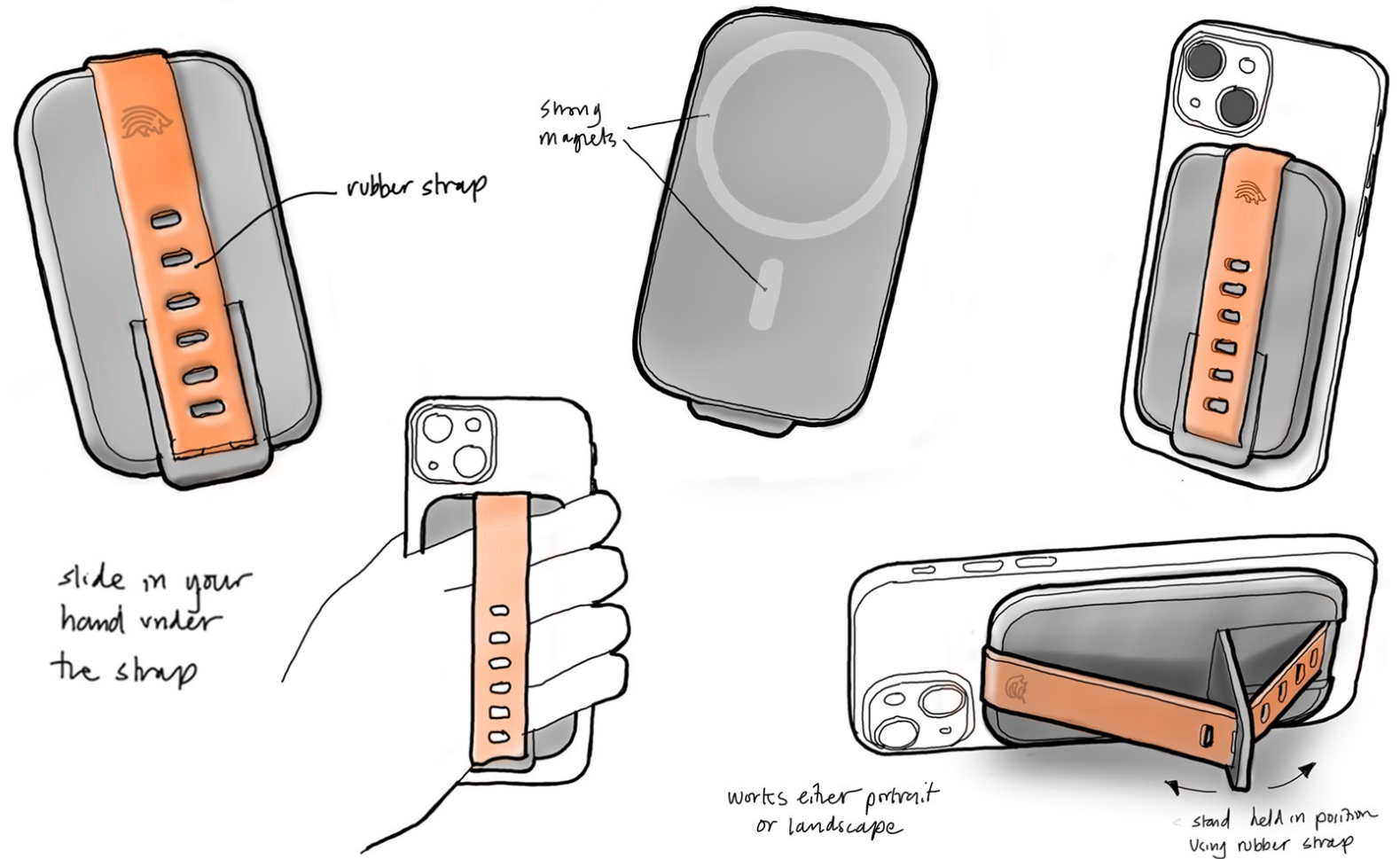


## New Product Ideas

### MagGrip

Keep hold of your phone by slipping your hand under the rubber grip.

Use the adjustable flip out stand to watch movies in landscape or chat in portrait on Facetime.



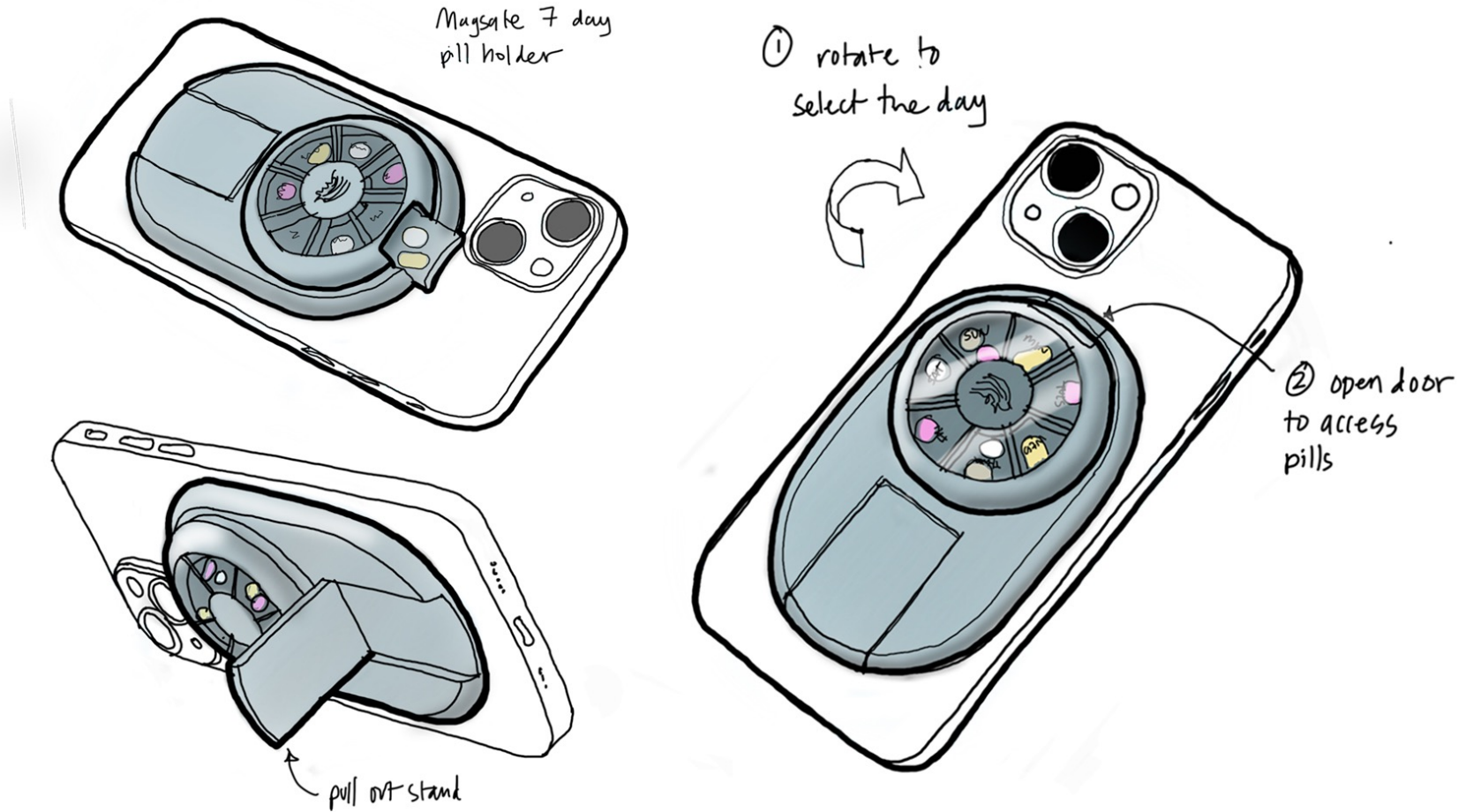


## New Product Ideas

### MagSafe Pill Holder

Never forget to take your pills or vitamins by attaching the seven-day organiser to your phone and taking them with you.

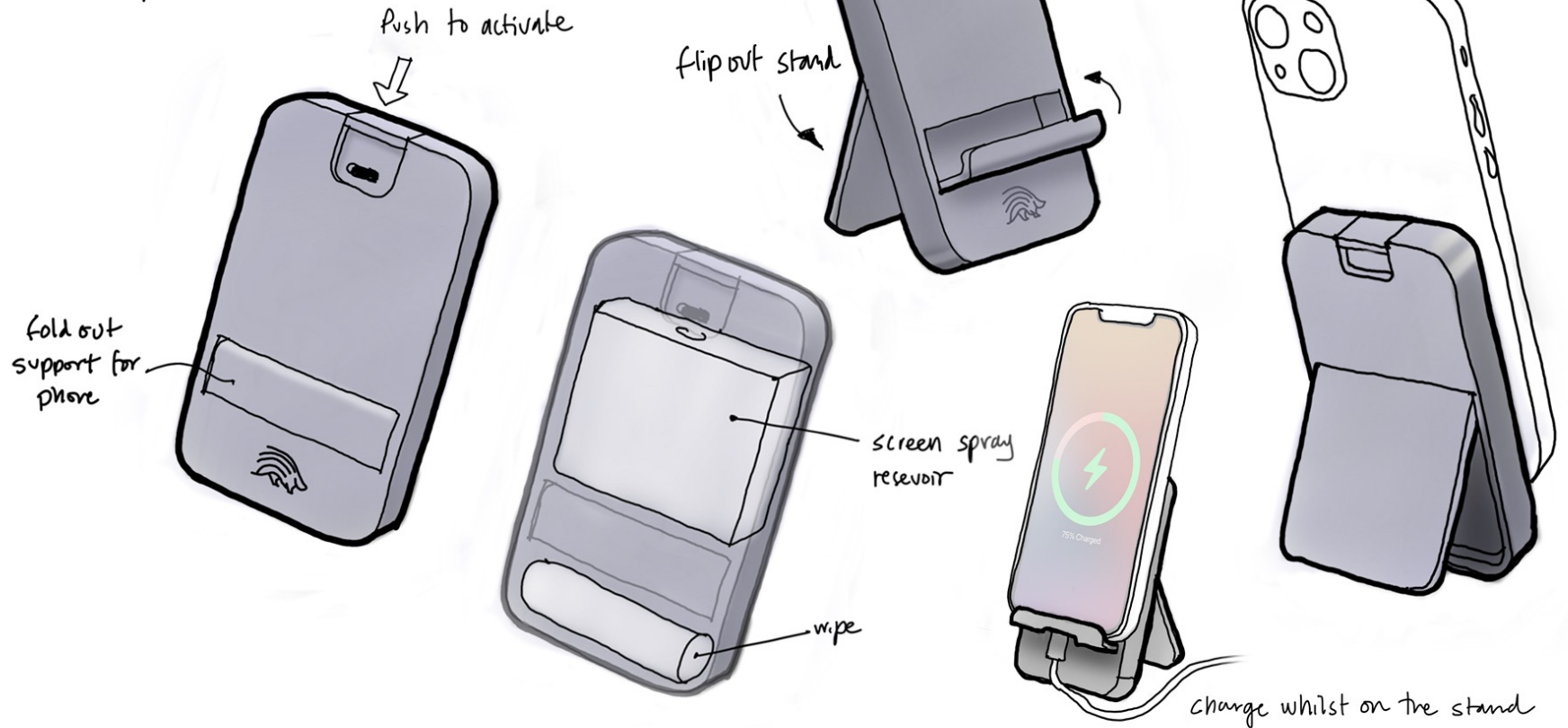
\*\*The cover will hide contents to protect pill taker's privacy





## New Product Ideas

Phone cleaning kit  
with portable stand



### Phone Cleaning Kit and Stand

Keep your phone clean with this compact screen spray and wipe.

Designed to also be used as stand, perfect for people on the go!

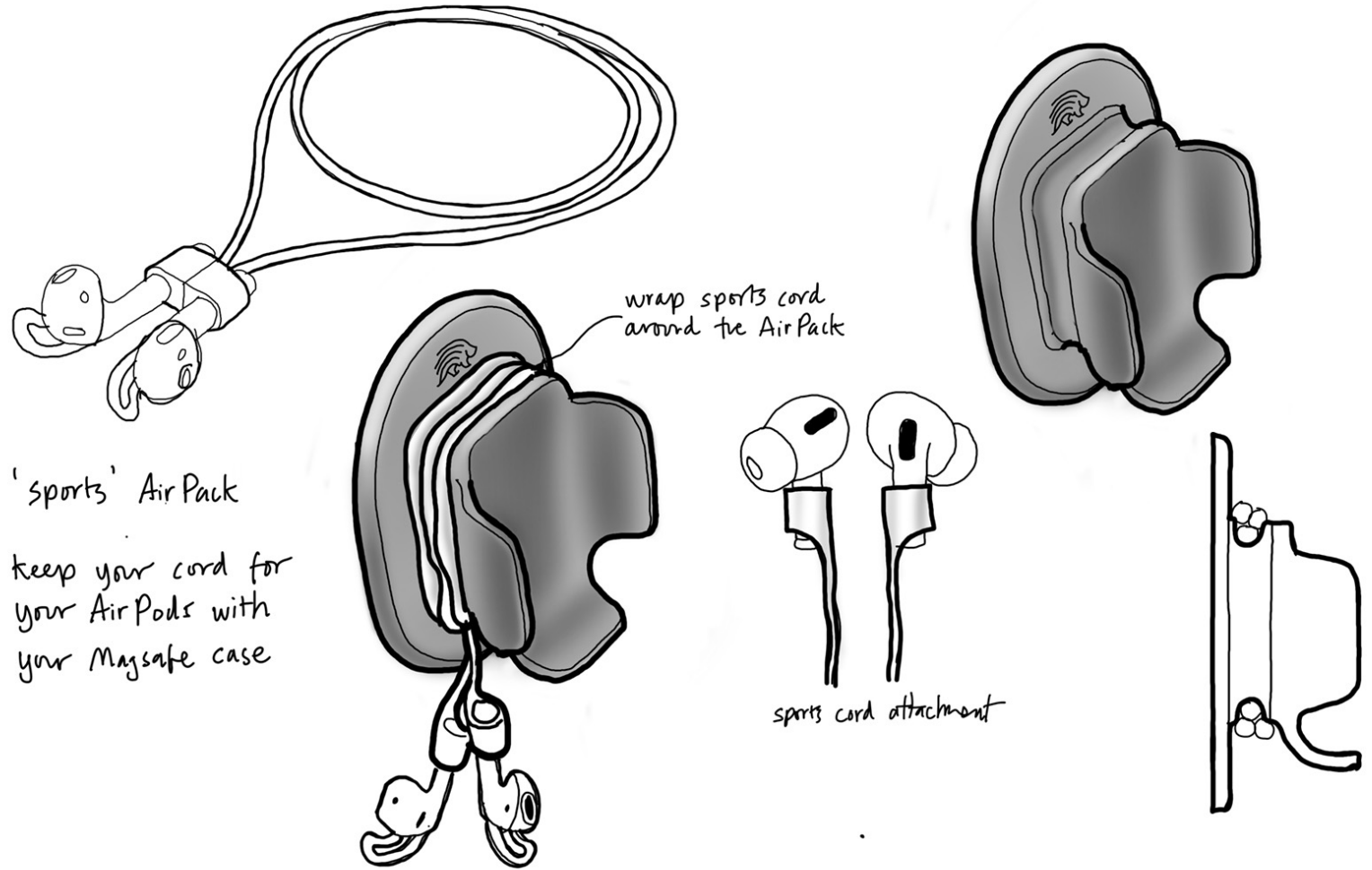




## New Product Ideas

### AirPack Sports

A variant of the AirPack that allows you to store an AirPod neck cord, ideal for all those that run with their Airpods.

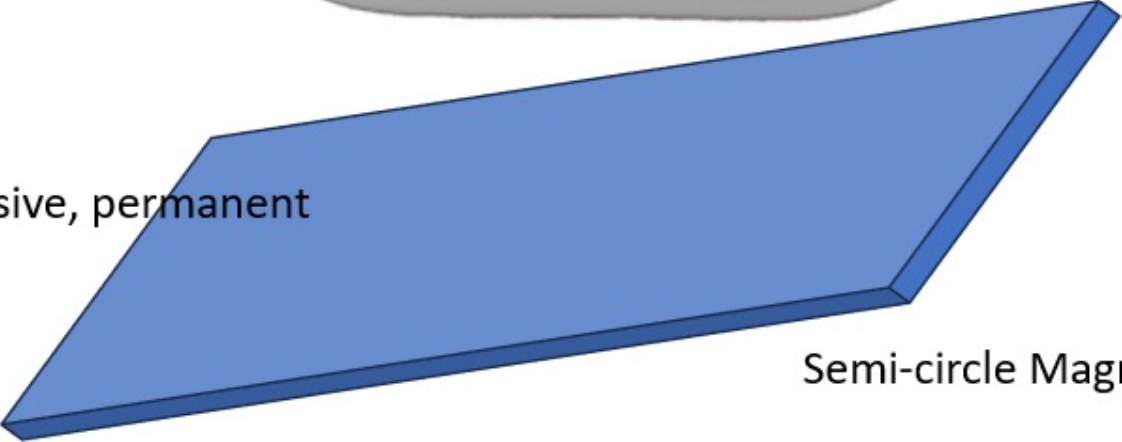




Wiggly (because it will look like a chewing gum)  
Universal magsafe sticker for Airpod cases



Adhesive, permanent



Semi-circle Magnets built in

