

A young business entrepreneur revolutionises the world of Apple with his Mac, iPhone and iPad protection accessories

Submitted by: The Franky Wish Company S.L.U.

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An enterprising young 25 year old has, under the brand name of Franky Wish®, begun an innovative and unprecedented project based around the protection of Apple products from chance blows or falls, thanks to a new generation of protective cases made with the innovative Pro Extreme Technology® and which furthermore combine extreme usefulness with a cool urban design. Without a doubt, this is an interesting initiative which fills an obvious gap in the European market for this type of product.

December 30, 2010, Murcia, Spain. – A young businessman, Francisco A. López, has developed an interesting new business initiative under the brand name Franky Wish®, based on the design, creation and development of protective cases to shield various different Apple devices (iPad, Mac y iPhone) from possible blows or scratches, currently in high demand worldwide. His enterprise, The Franky Wish Company, is located entirely in Spain, where the products are designed to produce a sound response to the protection requirements of these devices, in demand more and more every day for the new generation of young urbanites which abound in our country.

These protective cases incorporate Pro Extreme Technology®, unique on the market, which consists of an advanced microcellular material with an extraordinary capacity to absorb blows, in some cases up to 90% of the energy of a high speed impact. It's a soft and flexible material when resting whose urethane molecules freeze temporarily on receipt of an extreme blow, just like when water turns to ice. In this way the material reacts and hardens to form a very efficient protective layer which absorbs the force of the blow, protecting the device from the impact. We are dealing, therefore, with a highly innovative material which doesn't deteriorate over time and with improved absorption properties compared to neoprene, EVA or even the famous memory foam.

In the words of this young entrepreneur "given the lack of this type of products on the market and with the aim of providing a sound solution for the protection of these devices, we have launched this project geared towards the dynamic and nonconformist youth who express their personalities wherever they go. We also combine the best protection with a young casual style, creating a cool urban brand to suit the new multimedia generation of today. ". Franky Wish® comes onto the market as a young, dynamic, daring, casual brand especially suited to those among us who love Apple devices, nowadays a multitude. Francisco goes on to say that "combining the influence of designers, illustrators, photographic artists, extreme sports, music and fashion, Franky Wish® protective cases will soon become the first choice of those who want to express themselves to the world".

About The Franky Wish Company

Founded in 2010 with headquarters in Murcia, Spain, The Franky Wish Company is a new company which creates accessories for Apple products, combining cool urban design with the best protection solutions. Their products can be purchased online at their web site and soon in various shops around Europe.

More info

The Franky Wish Company

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