

# MOBILE CHILDREN – The Hands-On Generation from the Age of 6

Submitted by: Minx PR

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18% of children aged between six and eight now own their own mobile phone according to research among 2,000 consumers<sup>1</sup> carried out by Peli, the global leader in the design and manufacture of high-performance protection cases. Ownership rises to nearly 20% for children aged between nine and 11 - with over 50% of children over the age of 13 now owning a phone.

“Parents don’t usually share their mobile devices with kids for speaking to someone,” says Estefania Fenoy, Marketing Director EMEA at Peli. “Parents loan their smartphones to keep their children occupied. Over 20% of parents in the research said they loaned their phones to their children at restaurants; 18% in a doctor’s or dentist’s waiting room; and 22% generally when outside the home. Only 29% of respondents said they did not loan their mobile to their children, with the majority passing it out for at least a little while.”

In terms of time, parents allow their children to use their phone for a range of time: time ranges from 49% saying they allow use for one hour a week; 33% up to five hours a week; 10% five to 10 hours a week; 2.5% allow 10-15 hours a week; and 4% allow over 15 hours a week.

Recent research by Peli – based on 2,000 smartphone users across Europe – shows 72% of mobile phone owners in the research have damaged or broken their phones – often from a careless slip by a member of the family; 50% of owners of broken phones won’t get them fixed for at least a month; a massive 25% of people don’t get them repaired at all! That’s a lot of time to be without your own phone – even with a temporary replacement, it’s never quite the same. Why take the risk?

Peli Products offer the ultimate protection with their cases, which have Peli’s DNA – protective cases that withstand the most extreme conditions on earth. They also carry a Lifetime Guarantee\*.

The Peli range delivers extreme protection and includes: The Vault - giving ultimate protection for iPhones and with a reinforced compartment where valuables are stored; the Voyager which showcases the colour of the phone and offers 4 layers of protection; the Adventurer which is one of the slimmest cases on the market with a clear back to show the colour of the phone; and the sleek Guardian designed for Europeans by David Ahmad whose Award-winning designs include those for the interior of the Ferrari F488.

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

Ends

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Note to Editors

<sup>1</sup>Research conducted by Peli, December 2016: Peli conducted its research among 2,000 smartphone users across Europe, registered to the Peli database. Peli conducts regular research among users to ensure it

offers the right kind of protection for their users and their products.

\*With its “You break it, we replace it...forever™ Lifetime Guarantee (where applicable by law), Peli ensures the toughness of its cases and most importantly the protection of phones by a series of tests which include:

- Drop Tests: Peli exceeds the 810G Military Standard – which is dropping 1 sample x26 times from 1.2 meters - by doing this test PLUS taking 10 more samples at a time and dropping them up to 1.8 meters 6 more times
- Temperature Tests: To ensure performance in extreme environments.
  - o Hot: the cases are tested for 12 hours at a temperature of 120oF (49oC)
  - o Cold: the cases are kept at -25oF (-31oC) for 12 hours
- Abrasion tests: Removing from a pocket 2,000 times
- Button pressing: tested 2,000 times

#### About Peli Products

Peli Products, S.L.U. is the Europe, Middle East and Africa Headquarters of Pelican Products, Inc., the global leader in design and manufacture of both high-performance case solutions and advanced portable lighting systems. The products are used by professionals in the most demanding markets including firefighters, police, defence / military, life sciences, aerospace, entertainment industrial and consumer. Peli™ products are designed and built to last a lifetime. The global footprint of Peli's parent company, Pelican Products, Inc. consists of 27 offices and 6 manufacturing facilities across the globe. Peli Products is a portfolio company of Behrman Capital, a private equity investment firm based in New York and San Francisco. <http://www.peli.com/>

For more information on the European consumer product range visit <http://www.pelimobileprotection.com/en>

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