

# PROTECT YOUR BLUSHES - AND PRIVACY - WITH PELI PROTECTION

Submitted by: Minx PR (Previously Michelle Redmond PR)

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New research shows that consumers fear their content being exposed

Almost 50% of people would rather have a crack in their screen than let a family member see their content; and over a third of people who own a mobile phone would be embarrassed about the person repairing their phone seeing what's on it. These findings are from recent 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.

"Our research shows that 72% of mobile owners said that they had damaged their phone so it is really important for their privacy that they look after their device!" says Estefania Fenoy, Marketing Director EMEA at Peli. "Respondents in the research said that the main cause of phone damage was when owners were running to catch public transport - be it a plane, bus or train. But with the festival season about to start, consumers should take note that 9.15% of respondents said the phone had been broken by someone stepping on it at a concert."

Peli's research also showed that over half of the respondents thought it was important to keep their phone in good order for reselling.

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 to store valuables; the Voyager, which showcases the colour of the phone and offers 4 layers of protection; and the Adventurer, which is one of the slimmest cases on the market with a clear back to show off the back of the phone.

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

Ends

Press enquiries to: Michelle Redmond / 07734 681796 / [michelle@minxpr.com](mailto:michelle@minxpr.com)

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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