

FOR IMMEDIATE RELEASE

Press Contacts
David Grimes | Position
david@crowdfundmafia.com
Direct: (858) 480-9940



Introducing Klip: Protective Cover Snaps Over Charging Cable To Prevent Fraying and Splitting, Extends Life of Lightning and 30 Pin Cables

St. Paul, MN - May 19, 2015: Aplars announces the launch of Klip, a 2-piece plastic clip that snaps onto lightning or 30 pin Apple charging cables, protecting the sensitive area of the cable that most frequently frays and splits. The clip works by creating a cage around the cable, preventing wear and tear and limiting how much the cable can bend, dramatically extending its life. Klip comes in 5 different colors, and its simple design complements the current styling of Apple charging cables. Coming in at 0.59 inches in length and .08 oz, Klip's minimalist structure adds very little bulk to the cable. Ultimately, Klip is designed to save users the hassle of repeatedly purchasing \$25 replacement cables that can't keep up with on-the-go charging.

"There have been way too many occasions where I have needed to charge my phone right before it dies - but the charger is frayed and won't charge the phone. The low quality charging cables that come with devices just don't last, so I made a solution." **Winson Teh, Creator, Aplars LLC**

Support For You and The Cable. One pack of Klips comes with two clips, one for each end of the cable. Users simply slide on the colored piece over the cable and then snap on the other half. Once on, the sturdy device locks the frequently fraying cable parts into place. By protecting the original Apple chargers, Klip eliminates the need to purchase cheaper aftermarket cables, which may not be supported by the device it's meant to charge, ultimately causing charging and syncing issues.



Highlights

- ❑ Fits Lightning and 30 Pin Apple chargers
- ❑ Available in Pink, Blue, Green, Grey, and Yellow
- ❑ Extends life of cable and prevents fraying
- ❑ Easy snap on procedure
- ❑ Reduces the need for replacement cables

The Campaign: Aplars LLC will be running an Indiegogo campaign in support of the launch of Klip. Backers can preorder the early bird Klip pack for as low as \$5.00. The campaign, which launched May 19, 2015, will run through June 8, 2015, and aims to raise \$25K goal. Backers can expect to receive Klip by July 1, 2015.

Related Links:

LIVE Campaign: <http://bit.ly/1L6r0Uj>

Media Kit: <http://bit.ly/1EtKtdB>

Website: <http://bit.ly/1Heo2FE>

Facebook: <http://on.fb.me/1FlIvCV>