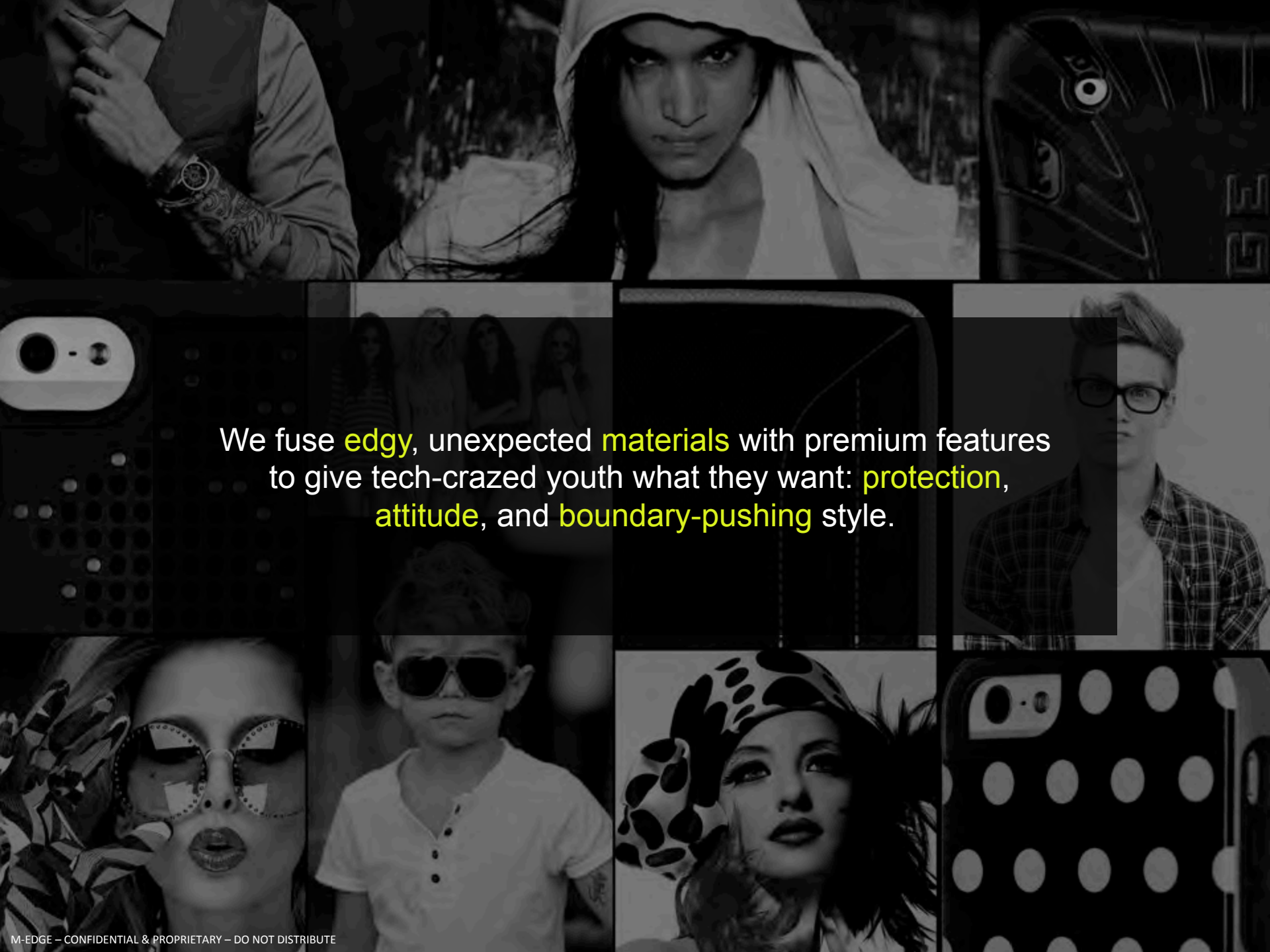




m·edge

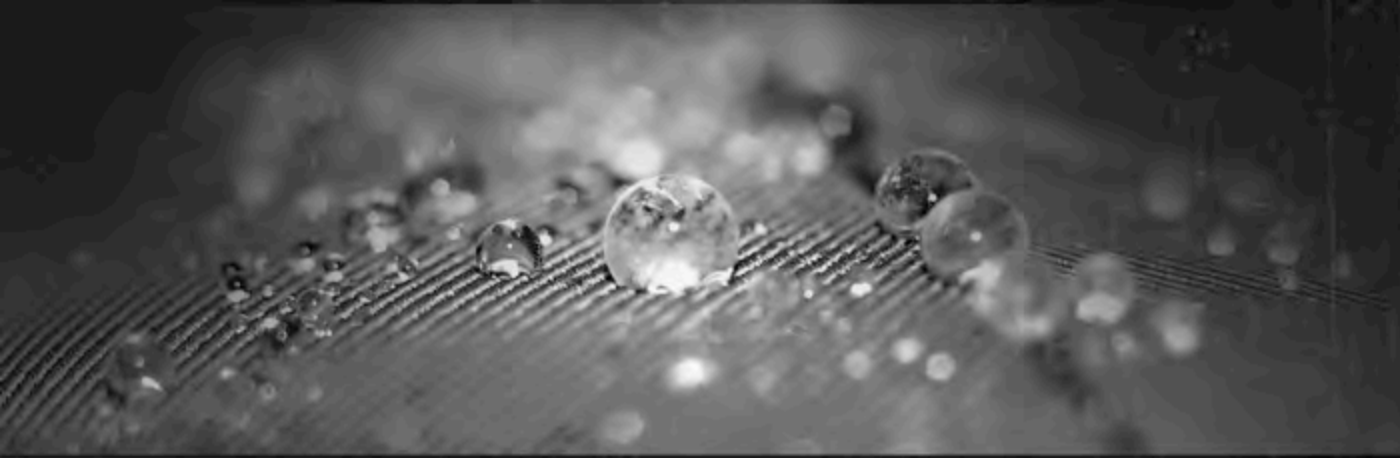


We fuse **edgy**, unexpected **materials** with premium features to give tech-crazed youth what they want: **protection**, **attitude**, and **boundary-pushing** style.



Every M-Edge product must be FIT:  
**Functional, Intuitive, and Tempting.**

Our products out-function the competition,  
are so intuitive that no instructions are needed,  
and are so tempting you won't be able to keep  
your hands off them.



**RAINDROP**



**SKYDROP**



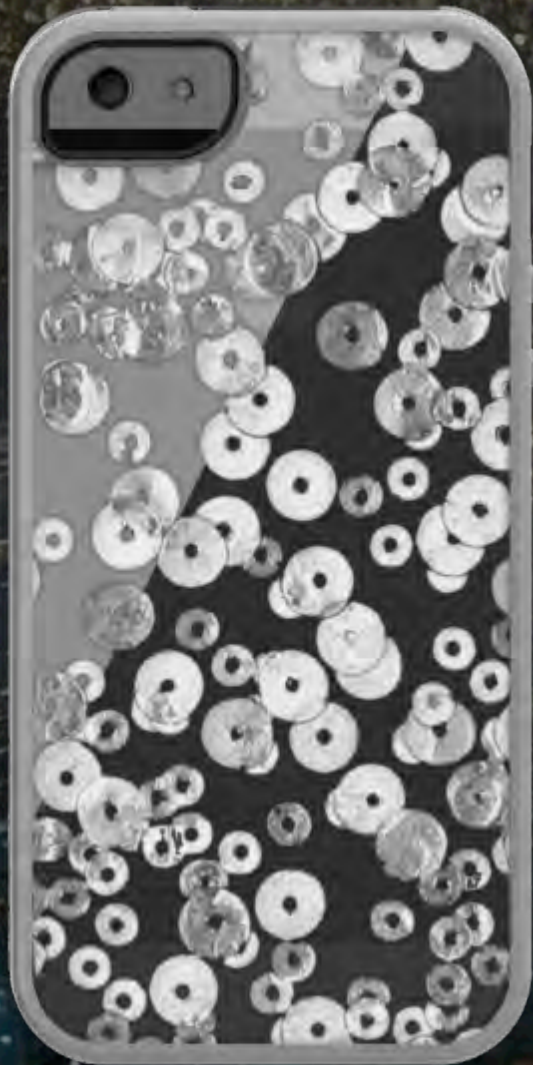
**JAWDROP**





# SMARTPHONE





# STRIPPED

Strip down

and get noticed

# STRIPPED

## PRODUCT ADVANTAGE

- Transparent Eco Resin panels house natural elements that appear suspended in air
- TPU bumper is shock absorbent with a slim, sleek profile

## COMPETITIVE EDGE

- In line with Case-Mate Glam or Tortoiseshell snap case with step up of genuine materials inlaid to panels
- Tested among customers and ranked as most “unique” and “quality” case they have seen available

**1st**

Seaweed ranked top choice by men and women ages 25-40



**60%**

6 out of 10 men preferred the nature over glam SKUs



**80%**

Of women ages 18-25 preferred glam over nature SKUS



*\*Consumers polled in HHI of \$60K-\$120K preferred quality product even at slightly higher MSRP*



# STRIPPED



COLORS

GOLD FLAKES • SILVER SEQUINS • MAIDEN HAIR • SEAWEED • TAN LEAF • RED LEAF

**IPHONE 5/5S**  
**MSRP \$34.99**





ECHO FAB  
I'VE GOT A FEELING

## PRODUCT ADVANTAGE

- Dual layer case amplifies protection from shocks & drops
- Shock-absorbent inner silicone liner provides bright accent color & protection
- Research driven on trend design and luxurious and fashionable materials wrapped around exterior
- Tested to withstand drops from up to 4 FT

## COMPETITIVE EDGE

- 88% of trend sites forecast animal prints as a top mega trend for 2014
- In line with Speck FabShell price point with added advantage of variety of patterns



3 out of 4 people prefer a dual layer case

**33%**

Of consumers chose Sparkle over 7 options

**88%**

of trend sites forecast animal prints as a top seller for 2014

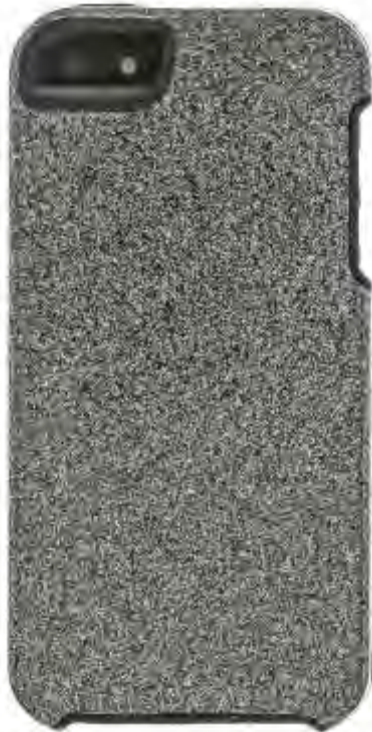
**75%**

Of consumers prefer shock absorbent cases





# ECHO FAB



COLORS

REPTILE • SILVER GLITTER • SNAKESKIN • TRIBAL

IPHONE 5/5S  
MSRP \$34.99





ECHO  
GO WILD





## PRODUCT ADVANTAGE

- Dual layer case amplifies protection from shocks & drops
- Shock-absorbent inner silicone liner provides bright accent color and protection
- Research-driven, on-trend design
- Tested to withstand drops from up to 4 FT

## COMPETITIVE EDGE

- 88% of trend sites forecast animal prints as a top mega trend for 2014
- In line with Speck CandyShell price point with added advantage of variety of patterns



3 out of 4 people prefer a dual layer case



46%

of women  
picked Palm  
Leaves as a  
favorite floral

88%

of trend sites  
forecast animal  
prints as a top  
seller for 2014

Top trend for Spring/Summer '14 by Style Sight

# ECHO



COLORS

PALM LEAVES • LEOPARD MINT • BANANA LEAF • SCALES • BRUSHED LEAVES • TRIBAL • RAINBOW  
CHEVRON • CIRCLE DOTS • ZIG ZAG • AQUA OMBRE • NAVY OMBRE • PURPLE OMBRE • BLACK • RED

**IPHONE 5/5S, SAMSUNG GALAXY S4**  
**MSRP \$29.99**



# ECHO



▲ All 5 patterns tested to complement all iPhone 5C colored devices

**COLORS**

GEO-WOVEN • BLACK CHAIN LINKS • RAINBOW LEOPARD • RAINBOW HERRINGBONE • SCATTER DOTS

**IPHONE 5C**  
**MSRP \$29.99**



## COLORS

BRICKED CHEVRONS • BLACK GEO • PALM LEAVES • BRUSHED LEAVES • BANANA LEAF • RAINBOW  
CHEVRON • CIRCLE DOTS

ALSO AVAILABLE IN AQUA OMBRE • NAVY OMBRE • PURPLE OMBRE • BLACK • RED

**SAMSUNG GALAXY NOTE 3**  
**MSRP \$29.99**





# LOOT CASE

What happens after dark...  
stays between us.



## PRODUCT ADVANTAGE

- Wallet case houses device with durable frame for screen protection
- Card storage for bank cards and ID
- Ultra slim design for low profile look
- Available in various materials

## COMPETITIVE EDGE

- In line with Speck Credit Card Case (MSRP (\$39.99)) but with step up genuine leather material

**80%**

of men/women preferred genuine leather materials

**55%**

of men said they were interested in a wallet case

**44%**

of men prefer smooth finish material







**COLORS**

REPTILE • SILVER OSTRICH • BLUE • GREEN • BLACK & YELLOW

**IPHONE 5/5S, IPHONE 5C, SAMSUNG GALAXY S4  
MSRP \$20-50**

# SNAP

GET LOUD





## PRODUCT ADVANTAGE

- Snap case absorbs shock from drops and dings
- Raised bezel perimeter for front screen protection
- Research driven on trend design



Brick Chevron



Circle Dots

23%

of women  
chose Circle  
Dots as their  
top choice

75%

of men/women  
shop for shock  
absorbent cases

65%

of women want  
a stylish phone  
case



3 out of 4 people prefer chevron patterns

## COMPETITIVE EDGE

- MSRP \$19.99
- Designs segmented based on mass appeal in categories for chevrons, dots, and stripes

#1 voted design



#2 voted design



#3 voted design



#4 voted design



\*Also available in solid colors

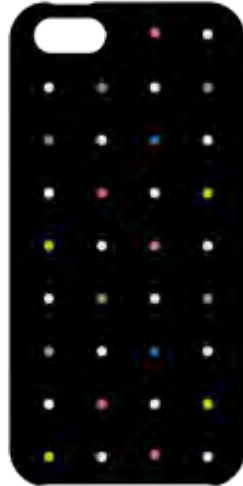
**COLORS**

CIRCLE DOTS • BRICK CHEVRONS • PAINTED DOTS • STRIPE CHEVRON

**IPHONE 4/4S, IPHONE 5/5S, IPHONE 5C,  
SAMSUNG GALAXY S4  
MSRP \$19.99**



# SNAP

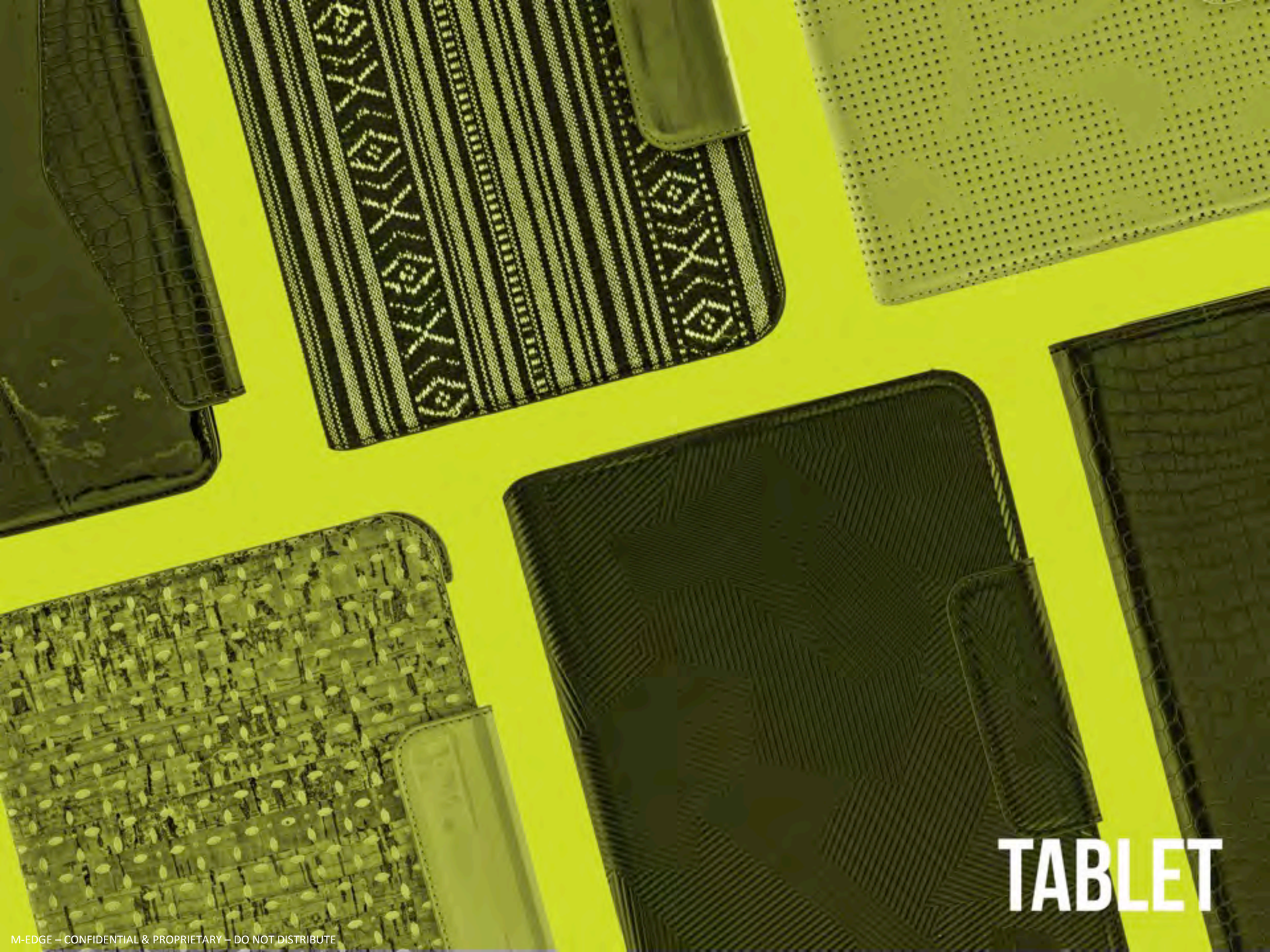


COLORS

CHAIN LINKS • MICRO DOTS • PAINTED DOTS • BRICKED CHEVRONS • MULTI CHEVRON • SCATTER DOTS

**IPHONE 5C**  
**MSRP \$19.99**





**TABLET**



# STEALTH LUXE

## PRODUCT ADVANTAGE

- Our patent-pending, friction-based GripTrack Technology gives you any stand position: reading, typing, or viewing.
- Made with premium textiles
- Magnetic closure secures front cover



4 out of 5 men/women preferred cases with unique materials

## COMPETITIVE EDGE

- High end textiles improve on the standard cotton or fake leather used by competitors
- Trends for 2014 include Eden, Real, Creed, and Rational — all of which are represented in SS14 M-Edge textiles
- Universal mount that **adds to the lifespan of inventory**

70%

of women liked the premium textiles

82%

Of consumers (ages 25-45) found the mounting system intuitive



# STEALTH LUXE



**COLORS**

GLOSSY BLACK SPARKLE • ORGANIC DOTS NAVY  
REPTILE BLACK • ORGANIC DOTS YELLOW

**UNIVERSAL 7"/8"/9"/10"**  
**MSRP \$40-\$100**



## PRODUCT ADVANTAGE

- Our patent-pending, friction-based GripTrack Technology gives you any stand position: reading, typing, or viewing.
- Made with unique and trend-driven materials
- Magnetic closure secures front cover and add pop of color



4 out of 5 men/women preferred cases with unique materials

## COMPETITIVE EDGE

- High end materials improve on the standard cotton or fake leather used by competitors
- Trends for 2014 include Eden, Real, Creed, and Rational — all of which are represented in SS14 M-Edge materials
- Universal mount that **adds to the lifespan of inventory**

\*Most popular materials among men & women 13-55

\*Surveyed tablet users ages 55 and under

85%

of men/women found the GripTrack tech to be intuitive

55%

of men/women preferred the slim profile

72%

of women liked cases with unique materials





# STEALTH WITH TREND FABRIC



## COLORS

WAXED LINEN • BLACK CORK • PINK CORK • IKAT WOVEN

**UNIVERSAL 7"/8"/9"/10"**  
**MSRP \$40-\$50**



# STEALTH 360

## PRODUCT ADVANTAGE

- Thinnest 360° spinning case on the market
- Intuitive **GripTrack Technology** provides infinite stand angles
- Magnetic closure secures front cover when device is not in use



3.5 out of 4 people surveyed found the mounting system to be intuitive

## COMPETITIVE EDGE

- Comparable to Speck Fit Folio with improved universal mounting system that fits 7", 8", 9", and 10" tablets
- 360° rotation on a universal case is unique in the industry
- Universal mount that **adds to the lifespan of inventory**

*\*Men/Women polled between ages 25-45*

**85%**

of men/women found the GripTrack tech to be intuitive\*

**55%**

of men/women preferred the slim profile\*

**67%**

of men/women found the mounting system intuitive\*





# STEALTH 360



**COLORS**

NAVY • RED • BLACK • PURPLE • MINT/BBLUE • PINK/ORANGE

**UNIVERSAL 7"/8"/9"/10"**  
**MSRP \$45-\$60**



## PRODUCT ADVANTAGE

- Durable, ballistic nylon exterior for the most extreme users
- High quality zipper closure keeps tablet safe from the elements when not in use
- Intuitive **GripTrack Technology** provides infinite stand angles
- 360° rotating mount spins for portrait and landscape
- **Multi-Fit** mounting system is guaranteed to fit a wide range of devices



3.5 out of 4 people surveyed found the mounting system to be intuitive

## COMPETITIVE EDGE

- Multi-fit mounting system guaranteed to fit market leading tablet devices **adds to the lifespan of inventory**

85%

of men/women found the GripTrack tech to be intuitive\*

55%

of men/women preferred the slim profile\*

67%

of men/women found the mounting system intuitive\*



# SPORT & SPORT 360



**COLORS**

BLACK WITH BLUE • GREY WITH LIME • GREY WITH ORANGE • GREY WITH PINK

**UNIVERSAL 7"/8"/9"/10"**  
**MSRP \$35-\$40**



## PRODUCT ADVANTAGE

- Durable, ballistic nylon exterior for the most extreme users
- High quality zipper closure keeps tablet safe from the elements when not in use
- Intuitive **GripTrack™ Technology** provides infinite stand angles
- **MultiFit™** mounting system is guaranteed to fit a wide range of devices



3.5 out of 4 people surveyed found the mounting system to be intuitive

## COMPETITIVE EDGE

- Multi-fit mounting system guaranteed to fit market leading tablet devices **adds to the lifespan of inventory**

85%

of men/women found the GripTrack tech to be intuitive\*

55%

of men/women preferred the slim profile\*

67%

of men/women found the mounting system intuitive\*



*\*Men/Women polled between ages 25-45*

# STEALTH

## UNIVERSAL STEALTH PRODUCT ADVANTAGE

- Thin design keeps device lightweight and bulk-free
- Intuitive **GripTrack Technology** provides infinite stand angles
- Mounting system is slim and protective
- Magnetic closure secures front cover shut when device is not in use



3.5 out of 4 people surveyed found the mounting system to be intuitive

## COMPETITIVE EDGE

- Comparable to Speck FitFolio with improved universal mounting system that fits 7", 8", 9", and 10" tablets
- Universal mount that **adds to the lifespan of inventory**

*\*Men/Women polled between ages 25-45*

**85%**

of men/women found the GripTrack tech to be intuitive\*

**55%**

of men/women preferred the slim profile\*

**67%**

of men/women found the mounting system intuitive\*



# FOLIO PLUS

## PRODUCT ADVANTAGE

- Thin and intuitive design
- Interior stand secures device in landscape position
- Colors based on trend research for Spring/Summer 2014
- Closure strap accents case color and holds device securely in place



3 out of 4 people preferred a folio style case

## COMPETITIVE EDGE

- Comparable to Targus Folio at an improved price point with MSRP at \$25–\$30 instead of \$35, cost savings of \$10
- Multi-fit mounting system guaranteed to fit market leading tablet devices **adds to the lifespan of inventory**

*\*Surveyed tablet users ages 55 and under*

**57%**

of women preferred two-toned, color-blocked cases\*

**75%**

of people prefer an all-around folio style case to a one-sided case like the Smart Cover\*

**65%**

of women want a stylish case\*







# FOLIO PLUS



**COLORS**

BLACK WITH GREEN • PURPLE • RASPBERRY • BLUE

**UNIVERSAL 7"/8"/9"/10"**  
**MSRP \$25-\$35**

## PRODUCT ADVANTAGE

- Ultra-thin design keeps device lightweight and bulk-free
- **Multi-Fit** mounting system is guaranteed to fit a wide range of devices
- Single landscape stand position



3.5 out of 4 people surveyed found the mounting system to be intuitive

## COMPETITIVE EDGE

- Multi-fit mounting system guaranteed to fit market leading tablet devices **adds to the lifespan of inventory**



94%

of men/women found the stand functionality intuitive\*

55%

of men/women preferred the slim profile\*

67%

of men/women found the mounting system intuitive\*

*\*Men/Women polled between ages 25-45*



**COLORS**

PURPLE • BLACK • PINK

**UNIVERSAL 7”/8”/9”/10”**  
**MSRP \$15-\$25**





# STEALTH



## COLORS

NAVY • RED • BLACK • PURPLE • MINT • PINK

**UNIVERSAL 7"/8"/9"/10"**  
**MSRP \$35-\$50**

# STRIPPED

## PRODUCT ADVANTAGE

- Transparent Eco Resin panels house natural elements that appear suspended in air
- TPU bumper is shock absorbent with a slim, sleek profile
- Inlaid materials include gold flakes, silver sequins, seaweed, maidenhair, and white leaves

## COMPETITIVE EDGE

- In line with Case-Mate Glam or Tortoiseshell snap case with step up of genuine materials inlaid to panels
- Tested among customers and ranked as most “unique” and “quality” case they have seen available

Most popular materials among men & women 13–55\*



24%

of men and women preferred Seaweed

75%

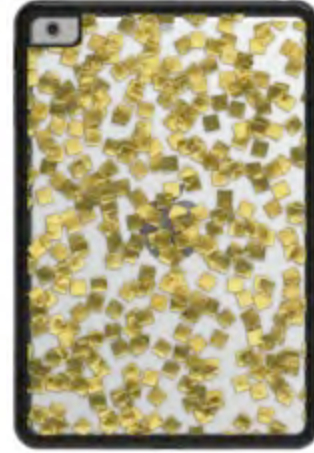
of men/women surveyed preferred the clear frame

48%

of men/women said this is a product they would expect to see at Apple\*

\*Consumers polled in HHI of \$60K-\$120K preferred quality product even at slightly higher MSRP

# STRIPPED



**COLORS**

SEAWEED • SILVER SEQUIN • MAIDEN HAIR • GOLD FLAKES • TAN LEAF

**IPAD MINI 1/2**  
**MSRP \$49.99**



## PRODUCT ADVANTAGE

- Dual layer case amplifies protection from shocks and drops
- Shock-absorbent inner silicone liner provides bright accent color & protection
- Research driven on trend design
- Compatible with Apple's Smart Cover

## COMPETITIVE EDGE

- 88% of trend sites forecast animal prints as a top mega trend for 2014

Top trend for Spring/Summer '14 by Style Sight



**38%**

of men & women preferred a case compatible with Apple's Smart Cover

**88%**

of trend sites forecast animal prints as a top seller for 2014

**65%**

of women want a stylish case

Most popular pattern among men & women 13–55\*



*\*Surveyed tablet users ages 55 and under*



**COLORS**

MACRO PALM • LEOPARD MINT • ZIG ZAG • RAINBOW CHEVRONS • BRICK CHEVRON • B&W GEOMETRIC

**IPAD MINI 1/2**  
**MSRP \$39.99**

# REBOUND

## PRODUCT ADVANTAGE

- Engineered with **SkyDrop Technology** to survive drops from 4 feet
- Ultra-protective closed-cell foam for extreme rugged protection
- Intuitive **GripTrack Technology** provides infinite stand angles
- Elastic closure latches front cover closed for maximum screen protection

## COMPETITIVE EDGE

- Compare to Speck iGuy, the Rebound provides more stand options and protection with a fully-covered screen



**IPAD MINI (ALL GEN.) - \$45**



## PRODUCT ADVANTAGE

- Ultra-protective closed-cell foam bounces when dropped
- Finely dimpled texture allows for no-slip grip for big and little hands
- High-impact corners for maximum protection



3 out of 4 parents felt their tablet was more secure in a SuperShell

## COMPETITIVE EDGE

- The SuperShell provides a more ergonomic grip than Speck's iGuy which helps small hands hold the device better
- Competitive MSRP
  - SuperShell: \$35
  - Speck's iGuy: \$40

*\*Surveyed tablet users ages 55 and under*

**88%**

of parents felt the SuperShell offered better protection\*

**55%**

of men/women preferred protective cases to folios\*

**67%**

of trend sites forecast neon and bright colors as a top seller for 2014



# SUPERSHELL



COLORS

“Maybe not a bouncy ball,  
**but pretty damn close.**”  
— Jordan Crook, Tech Crunch

PINK • TEAL • BLUE • BLACK

**IPAD MINI MSRP \$34.99**  
**IPAD 5 MSRP \$34.99**



**LAPTOP**





**COLORS**

SNAKESKIN WITH PATENT LEATHER • BLACK WOVEN WITH PATENT LEATHER  
REPTILE WITH PATENT LEATHER

**11", 13" & 15" MacBook and MacBook Air  
MSRP \$199**

## PRODUCT ADVANTAGE

- Padded interior protects device
- Large zipper pocket stores cables & chargers
- Removable shoulder strap

## COMPETITIVE EDGE

- MSRP \$39.99
- Designs segmented based on mass appeal in categories for cotton and pebbled materials
- Added feature of removable shoulder strap for ease of use

**35%**

of men and women find the added strap to be a bonus feature for laptop bags

**75%**

of men/women have purchased or intend to purchase a laptop accessory

**88%**

of students surveyed requested a case for their laptop



\*Consumers polled in HHI of \$60K-\$120K preferred quality product even at slightly higher MSRP

# KNOX SLEEVE



COLORS

SOFT TOUCH LEATHER • OXFORD LINEN • PEBBLED PATENT

**MacBook Pro, MacBook Air, Microsoft Surface,  
iPad and iPad Mini**  
**MSRP \$30-50**





**POWER + PERIPHERALS**



STEALTH  
Goes down smooth.

# STEALTH PRO

## PRODUCT ADVANTAGE

- Thin keyboard case with a cutting-edge design
- Intuitive **GripTrack Technology** provides infinite stand angles
- Backlit, removable Bluetooth keyboard adjusts for optimum typing positions
- Magnetic closure secures front cover when device is not in use
- Also available in purple – minimum order required



More than 3 out of 4 people surveyed found the mounting system to be intuitive



**70%**

Of consumers prefer a keyboard case and would buy it

**66%**

Of consumers rated thinness as most important feature

**82%**

Of consumers (ages 25-45) found the mounting system intuitive



**UNIVERSAL 7" \$79.99 • UNIVERSAL 10" \$99.99**



# STEALTH JACKED (EARLY 2014)

## DESIGN NOTES

- Expands upon our Stealth line by incorporating a battery that provides up to one full charge for a tablet
- Up to 8000 mAh battery provides up to 8 hours charging for 10" devices and 10 hours for 7" devices
- Available in 7" / 10" Universal



# JACKED 9000



COLORS

**Power up**  
in color.

RED • BLACK • LIME • BLUE • PINK

- 8400 mAh rechargeable Li Ion battery
- Provides over 6X battery life to phones and tablets
- 2.1A and 1A outputs allow simultaneous charging
- Auto shut-off conserves battery and protects device from overcharging
- Slim and lightweight design
- Convenient LED flashlight

**MSRP: \$79.99**

# JACKED 5000



COLORS

**Power up**  
in color.

BLACK • BLUE • LIME • PINK

- 4600 mAh rechargeable Li polymer battery
- Provides over 3X battery life to phones and tablets
- 1A output allows simultaneous charging
- Auto shut-off conserves battery and protects device from overcharging
- Slim and lightweight design

**MSRP: \$59.99**



# JACKED 3000



**COLORS**

**Power up  
in color.**

BLACK • BLUE • LIME • PINK

- 2800 mAh rechargeable Li polymer battery
- Provides over 2X battery life to phones
- 1A output allows simultaneous charging
- Auto shut-off conserves battery and protects device from overcharging
- Slim and lightweight design
- Convenient LED flashlight

**MSRP: \$39.99**

# JACKED CAR CHARGER



COLORS

**Power up**  
in color.

BLACK • BLUE • LIME • PINK

- Charges directly from vehicle's 12V power port
- 2.1A and 1A output charges tablet and phone simultaneously
- Lightweight, low profile design

**MSRP: \$24.99**

# JACKED WALL CHARGER



COLORS

**Power up**  
in color.

BLACK • BLUE • LIME • PINK

- Charges directly from wall power outlet
- 2.1A and 1A output charges tablet and phone simultaneously
- Lightweight, low profile design

**MSRP: \$24.99**



# JACKED CHARGING CABLES



COLORS

**Power up**  
in color.

BLACK • BLUE • LIME • PINK

- Provides maximum charging capabilities
- Flat design for tangle-free cable management

**MSRP: \$19.99**



# SCREEN PROTECTOR

Fits like a glove

# SCREEN PROTECTORS



**COLORS**

KINDLE FIRE 7 • KINDLE FIRE 9 • GALAXY 7 • GALAXY 8 • GALAXY 10 • NEXUS 7 • NEXUS 8 • NEXUS 10

- Effortless application for quick and easy use
- Film is invisible when adhered to screen
- Protects against smudges, scratches and dings
- Special coating diminishes glare

**MSRP: \$15-20**



# TEMPERED GLASS SCREEN PROTECTORS

## PRODUCT ADVANTAGE

- Engineered with tempered glass to resist scrapes and damage
- Effortless application for quick, easy use
- Anti-dust and anti-glare
- Pairs well with Echo Case prints



\*Pairs well with Echo Case prints



BLUE • LIME • ORANGE • PINK

**IPHONE 5S**  
**MSRP: \$40**



# TEMPERED GLASS / ECHO



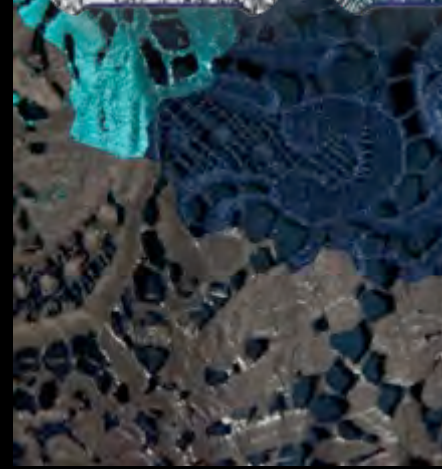


# 2014 LICENSEES



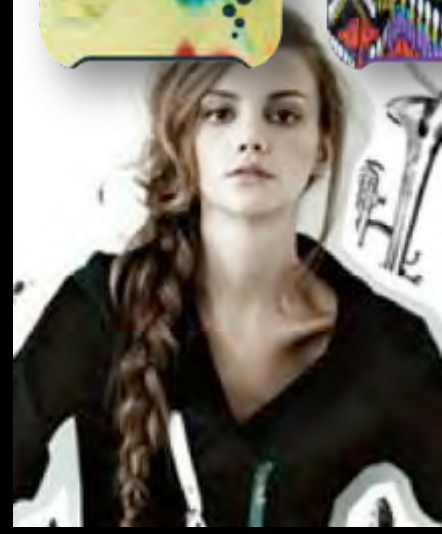


# CYNTHIA ROWLEY

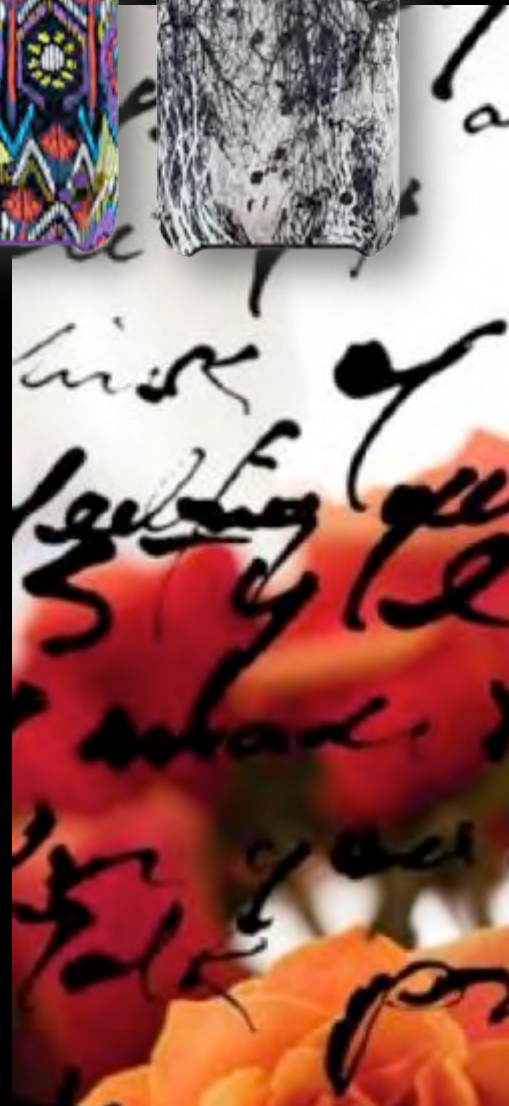




by kensie

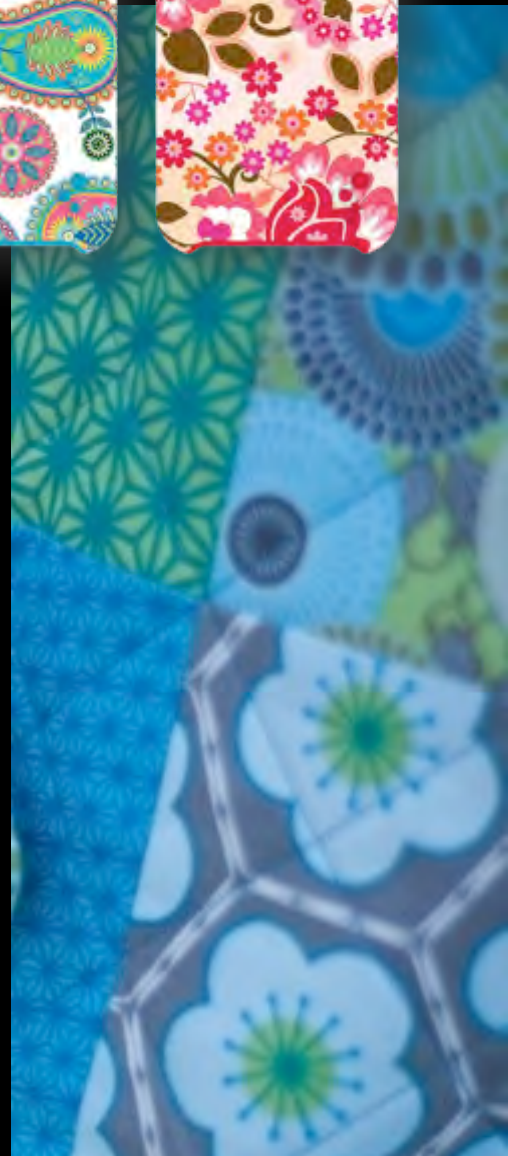


*I dreamt  
I was playing  
in an  
enchanted  
palace*





*Debra Valencia™*



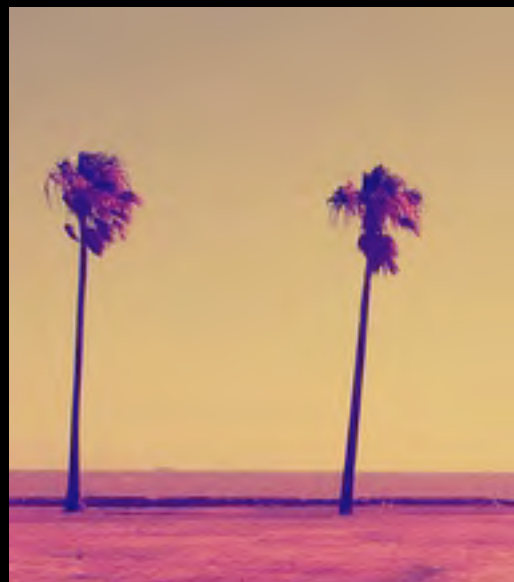
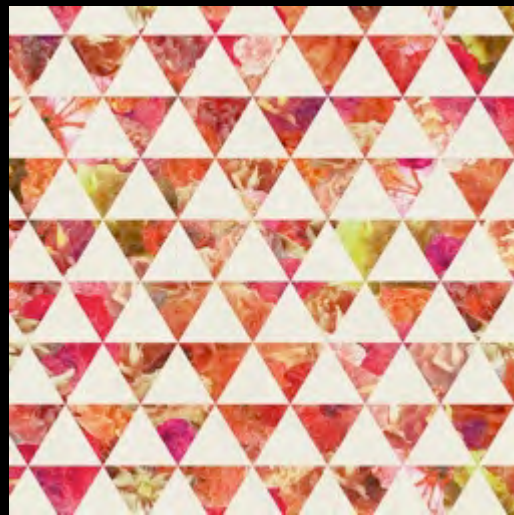


# LOUD MOUTH<sup>®</sup>





ANCA \* GREEN







“Jessica’s iPad case!”  
— *People Style Watch*



“An iPad Case With Bounce”  
— *The New York Times*



ABC News’ Paula Faris shows off some must-have items for kids.



“Ok, maybe not a bouncy ball, but pretty damn close.” — *TechCrunch*



M-Edge iPhone cases featured in *Lucky Magazine*



*Star Magazine*’s HOT SHEET



“M-Edge’s custom cases have you covered”  
— *Good Housekeeping*



The logo for 'm·edge' is centered on a dark background. It features the lowercase letters 'm' and 'edge' in a white, sans-serif font. A small grey dot is positioned between the 'm' and 'e'. Above this dot is a cluster of four colored circles: a large cyan circle at the top, a yellow circle to its left, a pink circle below the cyan one, and a smaller grey circle at the bottom left of the cluster.

m·edge