Stolen Handbag acts as a Catalyst For Launch of Unique Handbag Contents Insurance Company, Insuremyhandbag.com

Tuesday 17 September, 2013

Bristol, United Kingdom, 17th September 2013

Launching on the 30th September online in both desktop and mobile formats, insuremyhandbag.com will insure a customers handbag and it's entire contents for a price comparable to phone-only insurance policies.

The company was conceived when Fran Shackell (now Operations Manager) had her handbag stolen whilst visiting a cafe with friends. Frustrated at only being able to recover the cost of her phone from her traditional insurance policy and with no cover for the other items in her bag, Fran decided to take action.

With industry mainstay UK General acting as underwriters, insuremyhandbag.com addresses the inadequacy of traditional mobile phone insurance by attending to the needs of modern women who carry a lot more than just a phone in their handbags. With a low excess of just £25 the company also limits the financial impact of a loss during a stressful time.

Established in Bristol and with nationwide reach online the company has concentrated on humanising the insurance process and providing simple, quick and comprehensive cover through it's website insuremyhandbag.com.

The company's social media presence is on FB at insuremyhandbag.com and Twitter @insuremyhandbag.

Insuremyhandbag.com offers three policies with varying levels of cover:

Miss Urban, covers your phone (including iPhone), handbag, glasses/sunglasses, purse and £100 in cash for £9 per month.

Miss Social offers more extensive cover to include all of the above with the additions of a camera, make-up and travel cards for £13 per month.

Miss Busy is the top level of cover adding in a tablet/iPad computer for £17 per month.

Fran Shackell, insuremyhandbag.com Operations Manager, explains 'Insuremyhandbag.com is about simple, comprehensive and affordable cover for your mobile phone, handbag, cash, make-up, perfume and much more. Added up, these can amount to hundreds of pounds. Traditional phone insurance cover is inadequate for the modern woman and expensive. We offer a lot more cover for a lot less money'.

Contact for images, interviews and more information:

Fran Shackell
Operations Manager
+44 (0) 07977051760
fran.shackell@paradigminsurance.co.uk

Rob Holder
Marketing Director
+44 (0) 7932 735 225
rob.holder@paradigminsurance.co.uk

Twitter: @insuremyhandbag
Facebook: insuremyhandbag.com

Media:









Related Sectors:

Retail & Fashion :: Women & Beauty ::

Related Keywords:

Handbag :: Phone :: Insurance :: Cheap :: Launch :: Stolen :: Theft :: Designer ::

Scan Me:

Company Contact:

insuremyhandbag.com

T. 07932735225
E. rob.holder@paradigminsurance.co.uk
W. https://www.insuremyhandbag.com

Additional Contact(s):
fran.shackell@paradigminsurance.co.uk

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.insuremyhandbag.pressat.co.uk