THIS LITTLE PIGGY GOES TO MARKET

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Killer Concepts appoint TBM Solution and Unlock EMEA for European Success

Iconic American brand ‘Killer Concepts’ has announced its plans to expand into Europe through a dual collaboration with innovative logistics company ‘TBM Solution’ and strategic sales partner Unlock EMEA.

The alliance results in the European market gaining full access to the vastly popular Killer Concepts range.

The US company, famed for its top selling mobile phone accessories, is working with TBM and Unlock EMEA to initially bring in its much loved **Piggy ® Phone Stands**, Flip Stands, Magnet Mounts, and Fans.

Their range is a massive hit with consumers for its playful, colourful, but ultimately extremely useful functionality. **Over 20 million** Piggy ® Phone Stands have been sold in North America to date.

Practically every customer who walks into a retail store has a smartphone so the Killer Concepts range is Ideal for convenience and general retail stores as an impulse purchase.

The Piggy® **range** comes in 6 colours and its cute piggy shape is great for holding phones to watch TV/movies, make video calls, take selfies, and video Instagram of Facebook stories with ease. It’s the coolest way to make your phone hands-free.

The Piggy® Phone Stand can work for almost any smartphone, smartphone cover, and certain tablets. The Piggy® Phone Stand can also be used as a handle that you can use to grip large phones. All you have to do is stick it on the back, hold the **Piggy Phone Stand** between your fingers, and—voila—your phone call just got easier.

Alan Eustace, co-founder of TBM Solution stated “ We are hugely excited to have been appointed by Killer Concepts for such a significant launch of their mobile accessories range. We’re delighted to be involved at the start of this epic European journey and are committed to provide the type of unrivalled logistics and distribution support that such a brand deserves. We have teamed up with Unlock EMEA, to provide sales, marketing, logistics, dealer and distributor support. We are working hard to be the launch pad for exciting USA companies into Europe”

Paul McCafferty, Managing Director of Unlock EMEA said "At a time when the retail market remains difficult, the Killer Concepts range of products is a breath of fresh air. Shipping in their own small-footprint display units, they offer retailers a tremendous opportunity for incremental sales at prices that are genuinely impulse purchases. Unlock EMEA is delighted to have been selected by Killer Concepts as their sales partner for Europe, the Middle East and Africa. We look forward to seeing the products at till points in lots of stores very soon!"

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About TBM Solution

TBM Solution is part of Soundzdirect Ltd, established in 2011, TBM Solution is headquartered in Dublin, Ireland. TBM has a global network of 3PL partners. Via TBM’s own platform it allows companies optimize their supply chain. This is done via a wide range of services including warehousing, logistics, customer services, marketplace management and ecommerce services for B2B and B2C.

Co-founders Ed Corkery and Alan Eustace understand the problems facing current supply chain systems, interconnectedness. Companies want to capture, analyse and integrate easily use, and interpret high quality information in real-time, anything else is quickly becoming unacceptable.

The TBM Solution team consists of Co-founders Alan Eustace and Ed Corkery. They can be reached at + 353 1 901 0491 and **sales@tbm-solution.com**

About Killer Concepts

Killer Concepts, Inc. is a California based US company wholesaling mobile phone accessories and wireless devices of their own IP. They are all about making **smart electronics** smarter. They think of gadgets you've never thought of, yet couldn't live without. And, they make them affordable. And clever. And extremely useful.

Killer Concepts' products can be found both online and at retailers throughout the US, Canada and now Europe.

Founded in 2011, Killer Concepts is one of America's fastest growing companies (inc. 500 list). It is led by Jeff Leitman (President and CEO) and Brian Garrison (VP of Sales). Its international expansion is led by Derek Kopke (VP of International Sales).

About Unlock EMEA

Unlock EMEA is a strategic sales partner to some of the world's most innovative consumers electronics brands. Founded in 2014, its vastly experienced team has a proven track record of supporting early stage tech companies to scale, fast.

Due to consolidation, the landscape in the consumer electronics channel means true value added distributors are few and far between. Large distributors with retail doors open, are usually not effective at building brands, while smaller distributors struggle to scale.

Unlock EMEA help to create a strategy where the best partner network is appointed, depending on the product category and key objectives. Once the strategy is agreed the business supports its customers in all stages of execution, including directing all important retail meetings as a brand representative.

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Additional Assets:
Photos of the Piggy phone stand

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