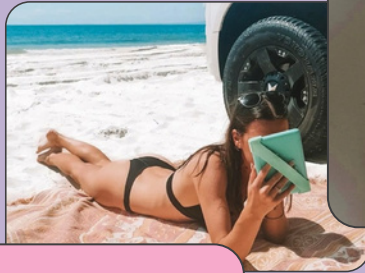


"I used to struggle with holding my Kindle on the train and in bed, but not anymore! Great quality, perfectly sized!"

**ROHANNA T.**



"My Kindle is safe, secure and easy to use without painful effects of arthritis ruining the joy of reading!"

**KAREN B.**



"Love Strapsicle! The straps allow me to read without dropping my Kindle. I even fell asleep and woke up with my Kindle still in my hand"

**B.**

**Strapsicle®**

Follow us @strapsicle  

strapsicle.com  
lou@strapsicle.com  
(+61) 0450 513 033



**Strapsicle®**

The award-winning e-reader strap that helps your customers read in comfort.

# Meet the simple Aussie idea...

# ...that's become a global success



### I'm Lou. Founder of Strapsicle.

These straps are the result of a little accident that happened. One night I was breastfeeding our newborn son while reading my trusty Kindle.

It was 2am.

In a sleep deprived haze, I nodded off for just a second, but it was enough for me to drop my Kindle on my poor son!

The next day my partner Ben set out to solve that problem creating a strap that would always keep my Kindle attached - even if I fell asleep.

And with that, Strapsicle was born.

Now I literally can't put a good book down!

x bu

Over 2,000

★★★★★ reviews

*"This simple but effective gadget is the holy grail for arthritic hands."*

KAREN B.

*"I had no idea I needed these straps, in my life and I'm so surprised I went without them for so long. They're the niftiest little things out!"*

ADRIANA

*"Perfect for my Kindle!!! No more hand cramps while reading!"*

KIARA.

Over 100 million video views

Over 180,000 happy customers

As seen in:

COSMOPOLITAN

THE Sun

Opal Daily

NEWYORKPOST

lifehacker

## Why everyone loves Strapsicle



Less hand strain.



Easier to hold.



Multitasking made easy.

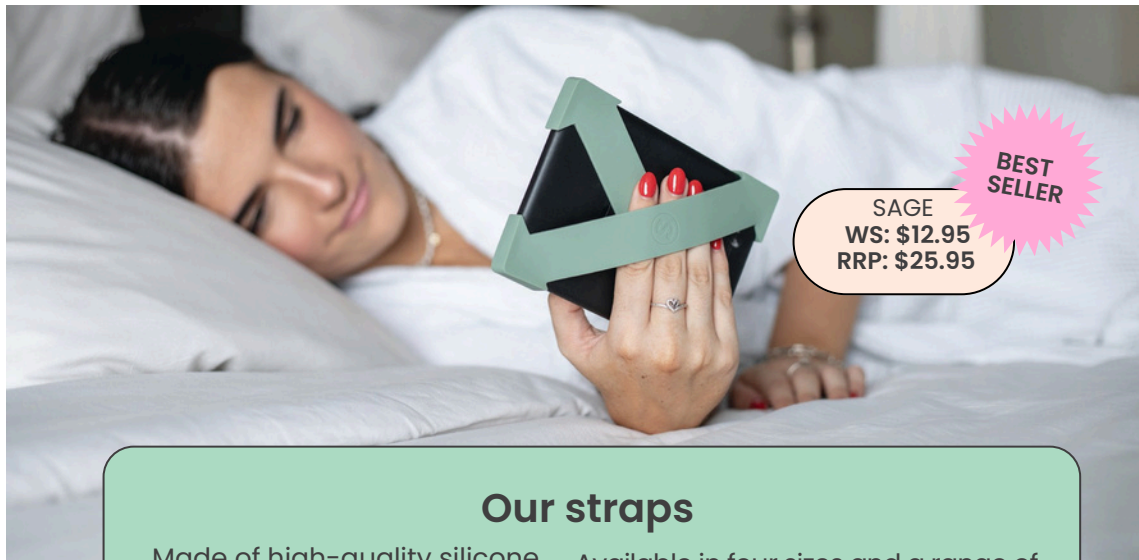


No more drops.



With over **3 million e-readers** in the United States, we're perfectly placed to be the novel accessory that will **increase your customer's basket size.**

[lou@strapsicle.com](mailto:lou@strapsicle.com)  
(+61) 0450 513 033  
[strapsicle.com](http://strapsicle.com)



**BEST SELLER**  
 SAGE  
 WS: \$12.95  
 RRP: \$25.95

### Our straps

Made of high-quality silicone, our straps are as fashionable as they are functional. They've been designed to offer the perfect amount of tension for hours of comfortable reading without wrist pain or hand cramps.

Available in four sizes and a range of trending colors, they come in premium packaging, making them great for gifting. Each pack measures 255mm (H) x 90mm (W) x 18mm (D), depending on strap size.

### What size to stock

#### SMALL

**KINDLE**  
 ● 2022/2024 - 11th / 12th Gen (Basic)

**KOBO**  
 Nia

#### MEDIUM

**KINDLE**  
 2019 - 10th Gen  
 2016 - 8th Gen  
 2014 - Voyage

**KINDLE PAPERWHITE**  
 2018 - 10th Gen  
 2015 - 7th Gen  
 2013 - 6th Gen  
 2012 - 5th Gen

**KOBO**  
 Clara Color / B&W  
 2016 Aura  
 Touch 2.0  
 Glo HD

#### LARGE

**KINDLE**  
 ● 2021/2024 - Paperwhite & Signature Edition

#### OASIS

**KINDLE**  
 2019 - Oasis 2  
 2017 - Oasis 3

● Most popular models



LILAC  
 WS: \$12.95 RRP: \$25.95

**BEST SELLER**



CARAMEL  
 WS: \$12.95 RRP: \$25.95



BLACK  
 WS: \$12.95 RRP: \$25.95

**BEST SELLER**



CANDY PINK  
 WS: \$12.95 RRP: \$25.95



BLUSH  
 WS: \$12.95 RRP: \$25.95



BONDI BLUE  
 WS: \$12.95 RRP: \$25.95



THE NEON RANGE  
 WS: \$12.95 RRP: \$25.95



CARAMEL  
WS: \$17.50  
RRP: \$36.95

**Our clutch**  
The Strapsicle Clutch is the perfect accessory to keep your e-reader protected. Throw in your phone, wallet and a lip balm - you're set! Made of high-quality, soft silicone, its simple design makes it an instant classic. It fits all 6" Kindles, Kobos, the Kindle Paperwhite and the iPad Mini 6. Comes in our best selling colors to match our straps! Clutch dimensions are 149mm (W) x 200mm (H) x 3mm (D).



BLUSH  
WS: \$18.48 RRP: \$36.95



BONDI BLUE  
WS: \$18.48 RRP: \$36.95



BLACK  
WS: \$18.48 RRP: \$36.95



CANDY PINK  
WS: \$18.48 RRP: \$36.95



LILAC  
WS: \$18.48 RRP: \$36.95



SAGE  
WS: \$18.48 RRP: \$36.95

## Retailer reviews



**Jessica, Pages of Passion**

*"I love Strapsicles so much. These fly off of my shelf all of the time. Lou is amazing to work with and customer service is always top notch!"*



**Caity, Salti Reads**

*"Everything came packaged so nicely! The communication was great and overall EXTREMELY happy with the product!"*



**Emily, Blush & Bashful Romance Bookshop**

*"We sold out of our stock on the first day we got them in. People love these!"*



## Wholesale information

### MOQ

The first minimum order is 100 products. Thereafter the minimum order is 50 products. You can mix and match products to create your perfect order.

### Payment

We require full payment prior to the shipment of your order. Strapsicle does not offer credit terms for wholesale accounts, unless you shop on Faire and engage with their terms. You can pay via credit card, PayPal, or direct deposit.

### Lead times

Strapsicle ships all wholesale orders 2-3 days after receiving payment for in-stock items. Time in transit may vary depending on the shipping method. If we are out of stock of the items you require, lead time will be 6 weeks delivery from date of order.

### Shipping

Shipping charges will vary depending on your order quantity, vary depending on your location and the items ordered. The buyer is responsible for shipping and freight insurance costs.

### Custom products

We can create custom sizes and colors - a minimum of 100 straps per size or color. Production times are a minimum of 4 weeks for new colors, 6-8 weeks for new sizes.

### Sale of Strapsicle products

Under no circumstances are Strapsicle products to be resold via a third-party website or location. Failure to comply will result in immediate cancellation of sales. All of our products must be displayed and sold in their original packaging. All Strapsicle products that are sold online must state clearly that they are created by Strapsicle.

### Returns

We accept returns if goods are faulty on receipt (photographic evidence must be supplied).

### Agreement of Terms

By placing an order with Strapsicle you are agreeing to the above terms and conditions. These terms are subject to change at any time. If the terms are amended they will be effective immediately.

## To order Strapsicle

Please email [lou@strapsicle.com](mailto:lou@strapsicle.com)

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

### Copyright & Intellectual Material

All Strapsicle product images and product copy are subject to copyright and are the property of Strapsicle. Approved Strapsicle stockists are welcome to use any of the images on our website relating to our products that you are selling in your store or online. Images must be used in their supplied state to maintain quality. No cropping, editing, filters, or additional compression is to be applied.

Strapsicle®TM is a pending and/or registered trade mark of Strapsicle Pty Ltd and may not be

used

without authorisation. The product is a registered design in Australia. Design No. 202213897. KindleTM, Kindle PaperwhiteTM and Kindle OasisTM are Trademarks of Amazon.com, Inc. or its

affiliates.

KoboTM is a Trademark and the property of Kobo Inc.