

a different standard

Our vision: a different standard

We critically look at well established, commonplace products, and rethink these. Our ultimate goal by doing so is to create a different standard.

To do so, we keep the following in mind:

The core value

The core value When designing a product, it is important to think about what the consumer wants. In the case of the PowerCube, one does not want a power outlet. One wants to have the freedom to work wherever it is the most convenient. Ultimately, we would design a solution by which you do not need power sockets anymore. Our customer does not want a power socket, but a power solution.

Affordability
Design often comes with a price tag. The reason for this is that many designers start with a small batch, and calculate their prices bottom-up: the price is defined according to the manufacturing cost. We work top-down: we define an ideal consumer price first, and focus throughout the whole design process to reach that goal.

As our aim is to set a new standard, a large public should be able to afford our products. By directly focusing on mass production, we seek our profits on the long term and at the front end: by negotiating volume discounts at our suppliers of parts and raw materials.

In this brochure, we will explain the different products we offer, and how each of these set a different standard. But let us first introduce ourselves...



Allocacoc

Allocacoc focuses on developing innovative consumer electronics and launching these onto the market.

What is often seen in product development is that great product concepts are unable to leave the drawing board, as the necessary production facilities and knowledge of manufacturing techniques are missing.

At Allocacoc, this is not the case: we are able to manufacture the products we design in large quantities as we have our own production facilities, what offers many advantages:

Firstly, the production capacity can be increased in a very short time span, offering us more flexibility production-wise.



Another advantage of having our own factory is that it enables us to offer our clients a good price as no unnecessary middlemen are involved: we can deliver directly to an importer or distributor.

Lastly, this full control over the production process enables us to closely monitor our product's quality and enables us to tweak and optimize the production process. This allows us to try out innovative production techniques which would otherwise be impossible.







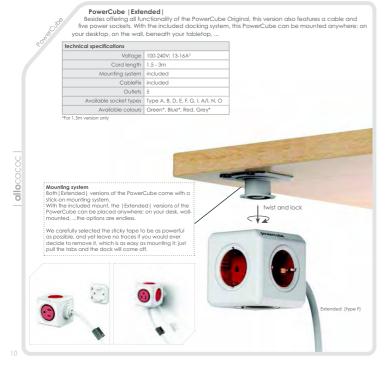








 $^{\rm I}$ Able to charge all USB-charge enabled devices, including the iPhone and iPad $^{\rm 2}$ Depends on local legislation





¹ Able to charge all USB-charge enabled devices, including the iPhone and iPad ² Depends on local legislation



Almost everyone has a drawer full of cables from old computers, printers, monitors, scanners, fax machines, etc. Why not turn them into power extension cords? In addition, you can choose your own cable length.

And in case you go on a trip, plug out the cable and use a cable with the plug of the country you travel to. Therefore you will never lose a travel adapter again, as you can use it as a standard power strip when you are at home. Optimal use of a product!

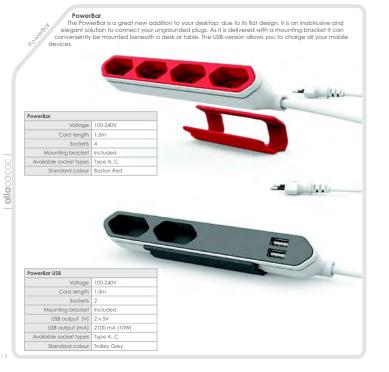
*Cables are not included, elsewise we would not be saving the environment of course!

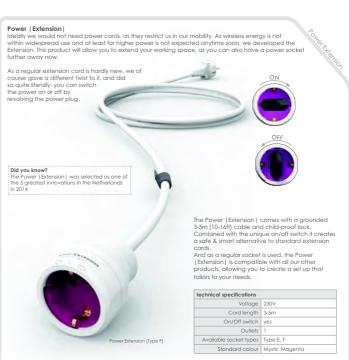


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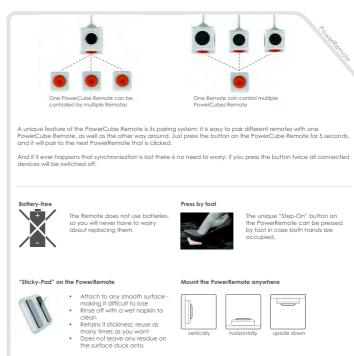
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The PowerCube Remote can be used in many situations. On these pages you can find an overview of some situations that might occur:

The kitchen
Switch on your coffee maker from your bedroom or any other location within your house, so that you only have to get out of bed when you start smelling your freshly made coffee.

At work
Plug in your desk lamp, laptop etc... As the
PowerCube Remote can be used together with
the mounting dock, you can also mount it on - or
beneath - your desktop, elliminating the need to
reach for a remote switch.

Arriving home
After gracery shopping you have both hands accupied... This is no problem though, as the PowerRemote's button can also be pressed by foot!

Watching TV
Electronics on standby can still consume a lot of power. However, you prefer not to walk to your TV every time to switch it on or off. Solution: Plug your TV into a PowerCube Remote, and control it by a Power





Bedtime
No need to leave the warmth of your blanket to switch off the light: a push on the PowerRemote suffices.

The PowerCube Remote comes in different varieties, allowing you to create the solution that fits your needs the most. Beneath an overview of the main varieties:









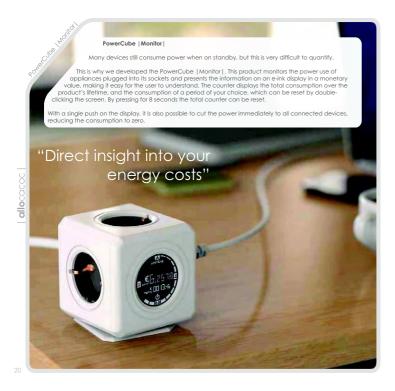


Cord lengtin United Types
Sockets 4 4 switch
PowerRemote included In combo-packaging
PowerRemote range 25 m
Available socket types 1 ype A, B, D, E, F, G, I, A/I, N, O
Standard colour Trolley Grey
Button colour Queen's Orange

Cube Remote Extended	
Voltage	100-240V
Cord length	1.5m / 3m
Sockets	4 + switch
Remote included	In combo-packaging
verRemote range	25 m
Mounting dock	included
CableFix	included
able socket types	Type A, B, D, E, F, G, I, A/I, N, O

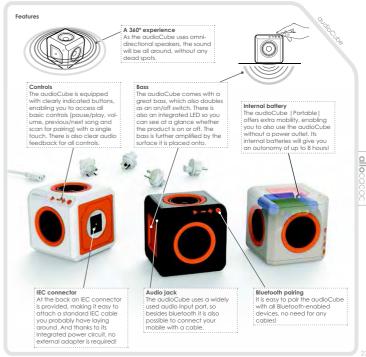
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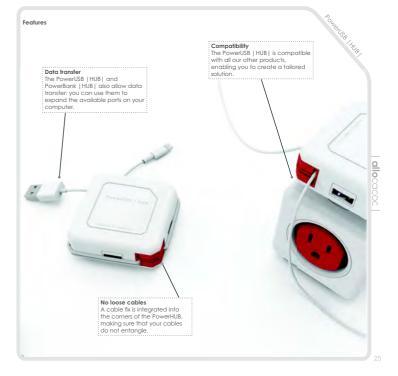




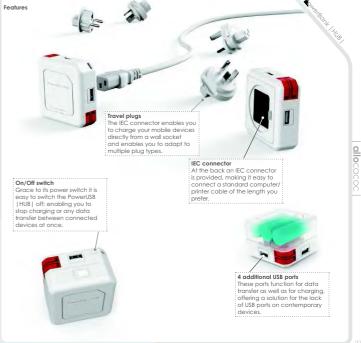
















w many PowerCubes can be combined?

In theory, the PowerCube can be extended infinitely, as long as the devices you connect do not draw more than the rating specified on the product. However, we recommend you to attach no more than two werCubes to one mounted PowerCube. commend you to attach no more than two

Is the PowerCube safe to use with a power hungry device, like e.g. a microwave?

The PowerCube is as safe as any other power outlet, and built to last. Also, the PowerCube is fully grounded, and all sockets are child-proof.

What differentiates the PowerCube from other power strips?

What differentiates the PowerCube is its versatility: it can be mounted anywhere with the unique do system. Besides this, the PowerCube is design also ensures that plugs cannot block one another. Further PowerCube is a modular system; it is stackable and expandable enabling you to create a solutifations to your needs.

So we created a completely new user experience for an existing product, making it user-friendly and more

How long does it take to charge a device via the USB-output?

ow long aces in take to enarge a evice via time loss-output?
The USB ports provide 2.1 A of power combined, quadruple the USB standard of 0,5A, As a result the charging time will be shorter than charging via a USB port onywar computer. There is a built-in chip which detects how many devices are connected and adjusts the output according to this, So if only one device is connected, it will be able to use the full 2.1 A output. If two are connected, they shore this total output.

How come the PowerRemote does not use any batteries?

By pressing the button, enough kinetic energy is created to

Why are not all products available for all countries?

Many of our products feature power plugs and/or sockets, which vary greatly throughout the world. Even though these might look similar in appearance, the internal construction can be totally different: e.g. a grounding pin being male or female results in a totally different internal construction. NAME A

Do you have any vacancies?

nces are we actually do! You are most welcome to mail your cv to jobs@

How do you protect your products against copycats?

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At Allocacco, we are designers at heart: we come up with clever solutions to problems, resulting in original products, Of course, this does not go unnoticed: as our products gain popularity, "remarkably similar" products are starting to appear on the market. We actually consider this as a honour thought; being copied is the greatest recognition a product can get. This also confirms that we live up to our name, and really do set a different standard.

Of course we also take action, focusing on the following aspects:

- Protection of our intellectual property rights on internal construction, design and utility
- Never stopping to innovate: as copycats are copying a product, we are already working on its "version 2.0" An extensive focus on build quality and product safety

- An extensive focus on build quality and product safety
 Thinking through all details and keeping the complete user experience of our products in mind, from the
 unboxing to the installation and -extensive- usage.
 A good pricing strategy: Even before we start designing a product, we already have a target price in mind.
 This enables us to make crucial decisions throughout the process, and ensures that all products we design will
 be affordable to the end consumer. The fact that we do not charge any "design fees" or other hidden costs
 often also creates the unique situation where the copy is more expensive than the orginal.

 By focusing on these key points we are confident we can maintain the lead, and continue to set a different
 standard.

Where can I find more information on the products of Allocacoc?

osite, you can find addition You are welcome to visit our website at www.allocacoc.com. (information as well as the latest news on our company and proupdates on social media like Facebook and Twitter, you are more than the company and the company are more than the company are more



We hope we have made you as enthusiastic about our pro

For more information, you are welcome to visit us at www.allocacoc.com. If you have more questions or would like us to assist you in any other way, please mail us at info@allocacoc.com, or just drop by at one of our offices, we will be gloat to show you around!