



COVEROO ANNOUNCES PLANS FOR INDEPENDENT DESIGN COLLECTION FEATURING ACCLAIMED ARTISTS

San Francisco, CA, October 21, 2014, Coveroo, Inc., a crowd-sourced and brand-focused customization and distribution platform, today announced the impending launch of the Independent Design Collection with a range of new and exclusive designs for mobile device cases from highly regarded artists.

Venezuelan artist [Valentina Harper](#) and British artist [Susan Claire](#) are among the first featured designers this fall. “Our new collection reflects the company’s leadership in both crowdsourcing and its commitment to extraordinary design,” explained Peter Tomassi, head of marketing and product development at Coveroo. “We’re proud to bring Valentina and Susan’s talents to Coveroo—including illustration, typography and fashion-centric and vintage designs. We look forward to working with them on phone cases and other products in the future.”

This exciting new direction for Coveroo reflects a growing appetite among its audience for wholly unique, exclusive designs. A number of Coveroo’s newly featured motifs will be incorporated into the [Create](#) feature at [Coveroo.com](#), so customers can choose from a collection of high-quality patterns, images and typography and create the most individualized end product.

About Coveroo

Coveroo is the best way to design and create customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company’s patented customization platform lets users build a closer affinity with the world’s biggest brands, such as the NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo, with products manufactured in the U.S., was founded in San Francisco in 2008. For more, log on to <http://Coveroo.com>.

For more information, contact:

Jennifer Novak
RLM PR
jennifer@rlmpr.com
646-216-2157

Nick Opich
RLM PR
nick@rlmpr.com
646-216-2159