

Contact: Nina Tekwani  
415-420-4848  
press@coveroo.com

## **COVEROO PARTNERS WITH SANRIO TO CREATE PERSONALIZED CUSTOM MOBILE PHONE CASES FOR CONSUMERS**

San Francisco – July 27, 2012 – Sanrio®, Inc. and Coveroo today announced that they have partnered once again to bring a unique shopping experience to customers that visit Sanrio.com looking for branded mobile phone cases from many Sanrio characters. Customers can go to [www.Sanrio.com/Custom-Shop](http://www.Sanrio.com/Custom-Shop) and build a custom case with their favorite characters including Hello Kitty®, Chococat®, Kuromi®, and many others. These designs are applied to a selection of cases for top selling consumer devices including iPhones, iPads, Kindles, Androids, and BlackBerry® smartphones. Before checkout, the customer can add their own custom text message allowing for a uniquely personalized case.

“Coveroo is excited to be able to bring Sanrio's customers a unique, personalized product that they can't find anywhere else,” said Coveroo's President, James Chapman. “With our expertise in personalization, on-demand manufacturing, and procurement of a diverse selection of cases, we can help Sanrio capture revenue in the dynamic electronics case category.”

“Coveroo allows us to expand the assortment of phone cases we carry at sanrio.com,” said Jill Koch, Senior Vice President of Brand Management and Marketing, Sanrio, Inc. “The customizer is intuitive and easy to update allowing us to keep content fresh for customers.”

Sanrio is utilizing Coveroo's hosted technology and patent pending on-demand manufacturing to create and fulfill the customized orders. The customer has a seamless experience throughout the shopping process as it is completely Sanrio designed and branded, including the packaging. After the customer completes their order on sanrio.com, the order is transmitted to Coveroo for manufacturing at their San Francisco location and then shipped directly to the consumer.

Coveroo's streamlined manufacturing process typically creates and fulfills all orders in 72 hours or less. Because Sanrio is leveraging Coveroo's hosted technology, they do not have to worry

about managing a wide variety of products within their store. With Sanrio's approval, Coveroo can remotely manage which devices are displayed, ensuring that as devices launch and retire in the market, Sanrio always offers the most up to date selection. Additionally, because Coveroo is producing each unique order on-demand, Sanrio can freely offer a wide variety of devices and images to ensure they are appealing to as many consumers as possible, without any risks typically associated with inventorying products.

If you are interested in seeing how Coveroo can help you sell your own branded custom cases please contact [sales@coveroo.com](mailto:sales@coveroo.com)