

# COVEROO

## MODIFY WATCHES AND COVEROO FORM STRATEGIC PARTNERSHIP TO PRODUCE CUSTOMIZED TIMEPIECES

**San Francisco, CA, July 21, 2014** --Two leaders in the custom design industry have partnered to create made-to-order watches that will be manufactured in the United States. Modify Industries, Inc., makers of stylish, affordable watches, and Coveroo, Inc., a software platform that strives to build brands big and small through customized products, announced today that they have formed a strategic alliance to meet the growing consumer appetite for personalized watches.

Under the agreement, Coveroo becomes the exclusive printer for Modify Watches, using its proprietary HighColor™ printing and laser etching process to customize selected components of Modify's watches—including the watch face! Modify customers can also customize each product's strap color enabling them to mix and match. The watches will be designed and manufactured in the companies' San Francisco facilities.

Coveroo began printing and engraving on Modify faceplates in May 2014. Both companies have already seen a material benefit in product quality and revenue growth.

"We have always created custom products for major brands. Coveroo's incredible print quality and the speed with which we can assemble watches in San Francisco, means that we can now create products for wedding parties, small companies, and even people who want to wear a photo of their dog on a watch!" said Aaron Schwartz, CEO of Modify Watches. "Getting away from minimum orders enables everyone to create a look they love."

"One of the biggest trends of this decade is that consumers have begun rejecting design choices dictated to them by big brand retailers and their marketing departments," explained Peter Tomassi, Coveroo's head of product and marketing. "They want to go beyond the cookie cutter to create a highly personalized product on-screen, then have it delivered right away. Both our sites are engines that help shoppers become the creative force in ecommerce."

The two companies have a track record of responding to customers' needs with a vast array of products and designs, from brands such as Major League Baseball and DC Comics to crowd-sourced contributions via independent designers. Because of solid relationships with major brands, both Modify Watches and Coveroo can offer some of the most popular, officially licensed content while also giving consumers flexibility to create extremely personalized end-products with custom text, colors and patterns.

## **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 NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008. For more log on to Coveroo.com.

## **About Modify Watches**

Founded in 2010, Modify Watches are fun, colorful and affordable timepieces featuring mix-and-match faces and straps. Near endless custom combinations means you can build the perfect "Mods" to match your style. Modify is an industry leader and official licensee of Major League Baseball, Major Leagues Soccer as well as local and national cycling teams and companies. Their tagline says it all: **Show YOUR Colors!** More at [ModifyWatches.com](http://ModifyWatches.com) | [@modifywatches](https://www.instagram.com/modifywatches)

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