

## King of Protection: Protecting Mobile Displays the German Way

Written by Bob Snyder  
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### What's your definition of a low risk, high margin business?

How about a Coupon System that offers retailers the widest range of high quality protection films for their customers who buy or own mobile devices?



Crocfol Germany saves their retailers from any inventory risk through a **Coupon system** that offers the customer a protective film specific to their model of mobile phone. The customer redeems the Coupon online and Crocfol mails the order from Germany.

So there's **never the cost of inventory**: the reseller simply displays and sells the 6 different Coupons available.

That's important in a product range where you need **3400+ different films** to match the different displays on a variety of devices from mobiles to laptops and touch pads that need protection.

In an era where mobile video is taking off and the smartphone and tablet are part of one's identity, **protecting the display from scratches and random violence seems logical** to most phone users. (Especially after that first scratch on that first phone. You learn an ounce of prevention is worth a ton of cure.)

"Studies show **the attachment rate for protective film is 70%, the highest rate of any**

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**accessory** in smartphones," says Kurt Weiss, International Business Development Manager at Crocfol. "Smartphone users often like to trade-up after a year or two and if there's a scratch on the display the mobile phone loses its re-sale value."

If you still think protective films for mobile device displays come in one variety you are out of touch.

There's the **Anti-Reflex** film if your customer is one of those that hates the glare of reflection always staring back at him on the screen. This is the **only one on the market available for Retina displays**

The **Magic Switch** film provides brilliant display quality, as long as your display is turned on. When it is not in use, **Magic Switch film turns the display into a useful mirror**

**PLUS by Crocfol** offers a **highly scratch-resistant film** with a positive self-healing surface. Repairs its own scratches and comes with a 5 year guarantee.

The **Crocfol Secret** film offers dual protection. Not only is the display protected with a scratch-resistant, highly durable and colourfast film but pictures, emails and texts are **protected from prying eyes.**

The Secret film ensures your display cannot be viewed from the side.

And finally the **Crocfol Premium** protective film : virtually invisible as a result of its design, follows the **highest standards** and uses the latest techniques.

Now you can start to imagine the value of a Coupon system: not only are there numerous devices but you need as a retailer to offer numerous different styles of protective films per device!

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Yet it's not only about having the widest range: Crofol positions itself as premium brand and produces all 3400+ different products in Germany on the latest precision machines.

Crofol supplies many of the largest retail groups in Germany and is **now looking for distributors throughout EMEA** with experience in mobile devices.

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