



## PRESS RELEASE! *LOOP* Headphone Stand

*"We have a busy social life, are always connected and intertwined with our smartphones, tablets and notebooks.  
But how do we combine these handy tech's with our interiors? "*

**Design Label Spell presents a new product within the 'Digital Daily' collection.**



Arnhem, 18 November 2014

No more trouble with loose cables or wandering headphones thanks to *LOOP*, a headphone holder that combines contemporary design and functionality harmoniously together into a great new product.

### **LOOP**

*LOOP* is a sleek holder with its own unique character and is the first design solution that provides a home for headphones that are lying around the house. The gap between the main frame makes it possible for the long cables to be wound up beautifully, making messy cables a thing of the past.

The name *LOOP* derives from the music industry where a sound fragment is repeatedly played in the background thus creating a foundation for the rhythm. The name simultaneously reflects the motion of winding up the cord in the middle.

*LOOP* is manufactured from powder coated steel in a variety of fashionable colours.

*The recommended retail price is € 98, - inclusive of (21%) VAT and is available through [www.spell-online.com](http://www.spell-online.com)*

### **SPELL**

Spell's ambition is to enchant interiors by developing innovative products for modern integrated living.

**-End of Message-**

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