

# UPPERCASE

## NEWS RELEASE – FOR IMMEDIATE RELEASE

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### **UPPERCASE Designs Introduces Premium Ultra Thin Keyboard Protector And Palm Rest Protector Set for New 12-Inch MacBook®**

*-- Top-quality accessories offer durable shielding against wear, dust and abuse  
and match the 12-inch MacBook perfectly --*



ARCADIA, California, November 24, 2015 — UPPERCASE Designs, a provider of intelligent, elegant and affordable Apple® accessories today announced the introduction of its **Premium Ultra Thin Keyboard Protector** and its **Palm Rest Protector Set** for the new 12-inch MacBook. The accessories provide durable protection for the 12-inch MacBook's keyboard and surface and are styled to perfectly match the new MacBook in fit and appearance.

The Premium Ultra Thin Keyboard Protector guards against spills, dust, other contaminants and accidents. It's made from a flexible engineering-grade polyurethane, *not* silicone, that is the thinnest keyboard protector ever offered (only 0.12mm/0.0045 in thick) to accommodate the new, thinner butterfly keys on the 12-inch MacBook and minimize typing interference. The thinness also eliminates the possibility of dust being transferred to the screen when the laptop is closed (which can occur with silicone materials). The protector's high transparency preserves the MacBook's elegant look, eliminates the need for printed letters on the protector and allows the keyboard's backlighting to shine through.



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The Premium Ultra Thin Keyboard Protector is easily removable (which some users prefer to do for extended typing sessions) and completely washable and reusable. It can be safely left in place when the MacBook 12 is closed.

UPPERCASE Designs' Palm Rest Protector Set provides durable shielding against dirt, grease, sweat and abrasion and scratching from watches or jewelry. The protectors are made from a premium plastic film that comes in finishes that match the new MacBook's Gold, Space Gray and Silver colors and aluminum surface and "disappear" when in use. The protectors can be easily applied and removed and leave absolutely no residue.

"Our Premium Ultra Thin Keyboard Protector and Palm Rest Protector Set are designed with non-obstructive protection in mind in both function and appearance," said Youyou Wu, Co-Founder of UPPERCASE Designs. "They ensure that owners can keep the work surface of their new 12-inch MacBook safeguarded. Because they're nearly invisible once applied, they preserve the beautiful, elegant design of the MacBook 12 that is important to Apple customers."

UPPERCASE Designs also offers keyboard protectors and palm rest and track pad protectors for other MacBook models, and a keyboard protector for the Apple Wireless Keyboard, all of which have received enthusiastic customer reviews. In addition, the company's product line includes the KRADL Air® space-saving vertical stand for the MacBook Air, premium leather sleeves for MacBook Air® and iPad® and other top-quality accessories that provide something different and extra in design, functionality and value.

The UPPERCASE Designs Premium Ultra Thin Keyboard Protector for the 12-inch MacBook has a suggested retail price of \$12.99. The Palm Rest Protector Set carries a suggested retail price of \$9.99. Both products are currently available from [gouppercase.com](http://gouppercase.com) and Amazon.com. Review samples are available upon request and according to availability.

### **About UPPERCASE Designs**

UPPERCASE Designs offers elegant, intelligent and affordable accessories exclusively for Apple devices. Co-founded in 2012 by Youyou Wu, UPPERCASE is comprised of engineers

and designers who are passionate about Apple products and are dedicated to providing products that enhance and complement the user experience. By offering its products exclusively online UPPERCASE is able to keep costs down and maintain the company's high standards of quality, functionality and durability. For more information please visit [gouppercase.com](http://gouppercase.com).

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