

# UPPERCASE

## NEWS RELEASE – FOR IMMEDIATE RELEASE

Contact:  
Youyou Wu  
UPPERCASE Designs  
yw@gouppercase.com

Media Contact:  
Frank Doris  
frankdoris@frankdoris.com  
631-645-5668

### **UPPERCASE Designs Introduces its KRADL® Space-Saving Vertical Stand for the 12-Inch MacBook®**

*-- New sleek, ultra-compact KRADL for 12-inch MacBook frees up valuable desktop space  
and is available in all three matching colors --*

ARCADIA, California, April 6, 2016 — [UPPERCASE Designs](#), a provider of intelligent, elegant and affordable Apple® accessories announced the introduction of its **KRADL vertical stand** for the 12-inch MacBook. The new KRADL's stable, space-saving design makes it ideal for use with the MacBook and holds the laptop in a vertical position to free up valuable desk space. It's available to match all three 12-inch Mac Book finishes – Gold, Silver and Space Gray.



The KRADL's distinctive design holds the laptop at seven degrees from vertical. The seven-degree tilt allows easier docking and removal of the laptop along with significantly reduced wobble compared to other designs. Its unique shape makes the KRADL nearly “disappear” when the 12-inch MacBook is docked inside. Like its companion product, the rave-reviewed KRADL Air, the 12-inch MacBook KRADL is machined from solid aerospace aluminum that is beautifully finished, holds the laptop securely and perfectly complements the minimalist MacBook design aesthetic.

**UPPERCASE Designs, 136 E Santa Clara St. #7, Arcadia, California 91006**  
626-445-6696 [www.kradlair.com](http://www.kradlair.com) [gouppercase.com](http://gouppercase.com)

The new KRADL is available in colors that match the 12-inch MacBook's Gold, Silver and Space Gray finishes exactly, with a choice of white or black ABS plastic non-scuff inner sleeve. An anti-slip silicone pad on the KRADL's base protects the desk surface and prevents movement. Though extremely compact, the KRADL's weight and stable design holds the 12-inch MacBook securely and keeps it out of harm's way from accidental spills, scratches or drops. The KRADL is ideal for use with a 12-inch MacBook in clamshell mode when used with an external monitor or for holding the laptop when it's not in use.

"Our previous KRADL Air for the MacBook Air® has established itself as a 'must-have' accessory among consumers and reviewers who have adopted it, and some note that they never realized how useful it could be until they started using one. Now, they don't want to be without it," said Youyou Wu, Co-Founder of UPPERCASE Designs. "With the introduction of the KRADL for the 12-inch MacBook, 12-inch MacBook users can now enjoy the benefits of our simple yet effective KRADL design and its ability to provide a more spacious workspace."



In addition to the KRADL for the 12-inch MacBook and KRADL Air, UPPERCASE Designs offers a varied lineup of Apple accessories that offer something different and extra in design, functionality and value. These include premium leather sleeves for MacBook Air and iPad®, ultra-thin keyboard protectors, palm rest and track protectors for MacBook models and other top-quality accessories.

The UPPERCASE Designs KRADL Vertical Stand for the 12-inch MacBook is currently available from [gouppercase.com](http://gouppercase.com) and Amazon.com at a suggested retail price of \$39.99. If your MacBook has a case, please remove it before using the stand.

**For images please click on this Dropbox link:**

<https://www.dropbox.com/sh/q3jk14yl2hj24am/AAAJKXEqq8ptxDBkyVNs-L81a?dl=0>

## **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).

# # #

UPPERCASE and KRADL are registered trademarks of Vaisis Inc.

Apple, iPad, MacBook, and MacBook Air are trademarks of Apple Inc., registered in the US and other countries.