



The **LOOP**
[earbud anti-tangling device]

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*****FOR IMMEDIATE RELEASE*****

The LOOP Debuts Patented Ear Bud Anti-Tangling Device at CES

Rugged & Ergonomically Fashion Forward, the LOOP Ensures Users Never Waste Another Frustrated Moment Untangling Headphone Wires

Jan. 27, 2014 (Boulder, CO) – [The LOOP](#) debuted its patented earbud anti-tangling technology at the 2014 International Consumer Electronics Show (CES), the global stage for innovation, in Las Vegas, Nev. Jan. 7-10. The LOOP offered product demonstrations, meetings with Scott Rodwin, The LOOP's chief executive officer, and gave away 5,000 samples with rave reviews.

Offered in a tantalizing array of translucent colors, The LOOP has one mission in life: To make sure users never have to waste another frustrated minute of their lives untangling a Gordian knot of earbud wires...and to keep them from looking like a doofus while doing so.

The device was born out of necessity and the personal experience of its inventor: Scott Rodwin, a Boulder-based architect, designer and innovator.

“I got frustrated with having this tangle of wires in my pocket. I have 25 years of experience as a designer and problem solver. So I set about solving it,” said Rodwin. “I went through seven different designs over three years to come up with the best earbud holder on the market. My criteria were that it be the easiest and quickest to use, most attractive to look at and pleasing to hold. I needed it to be elegant and fun, inexpensive and durable. It had to be something that I’d want to use myself everyday.”

The LOOP is simple to use. Wind on. Wind off. It works with virtually any set of earbuds. Any make, any model, from Apple to Bose to JVC to Skullcandy. The unique design allows you to roll them without having to move your thumb every time you wind. It's extremely durable, comes in 10 cool colors and slips easily into your pocket. It fits perfectly into the bottom of a car cup-holder, it protects your buds from damage.

ABOUT THE LOOP

The LOOP, LLC provides discriminating consumers with patented technology for ear bud headphone wires. Headquartered in Boulder, CO the smart and sassy company was founded by Scott Rodwin, a successful entrepreneur, innovator and award-winning designer for more than 25 years. Follow us on Facebook at www.facebook.com/ipocketloop.com, Twitter @ipocketloop and at www.ipocketloop.com.

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