



alloccaccoc

a different standard

Our vision: a different standard

We critically look at well established, commonplace products, and rethink these. Our ultimate goal by doing so is to create a different standard.

To do so, we keep the following in mind:

The core value

When designing a product, it is important to think about what the consumer wants. In the case of the PowerCube, one does not want a power outlet. One wants to have the freedom to work wherever it is the most convenient. Ultimately, we would design a solution by which you do not need power sockets anymore. Our customer does not want a power socket, but a power solution.

Affordability

Design often comes with a price tag. The reason for this is that many designers start with a small batch, and calculate their prices bottom-up: the price is defined according to the manufacturing cost. We work top-down: we define an ideal consumer price first, and focus throughout the whole design process to reach that goal.

As our aim is to set a new standard, a large public should be able to afford our products. By directly focusing on mass production, we seek our profits on the long term and at the front end: by negotiating volume discounts at our suppliers of parts and raw materials.

In this brochure, we will explain the different products we offer, and how each of these set a different standard. But let us first introduce ourselves...



Allocacoc

Allocacoc focuses on developing innovative consumer electronics and launching these onto the market.

What is often seen in product development is that great product concepts are unable to leave the drawing board, as the necessary production facilities and knowledge of manufacturing techniques are missing.

At Allocacoc, this is not the case: we are able to manufacture the products we design in large quantities as we have our own production facilities, what offers many advantages:

Firstly, the production capacity can be increased in a very short time span, offering us more flexibility production-wise.

Another advantage of having our own factory is that it enables us to offer our clients a good price as no unnecessary middlemen are involved: we can deliver directly to an importer or distributor.

Lastly, this full control over the production process enables us to closely monitor our product's quality and enables us to tweak and optimize the production process. This allows us to try out innovative production techniques which would otherwise be impossible.



Our headquarters at Delft, the Netherlands



Our factory in Suzhou, China

A few company insights...

How it all started...

The first product of Allocacoc was the PowerCube. However, the initial sketches of this product looked very different from the version currently available on the market: the mounting system was just a plug, there was no USB, and also the grounding was absent.

A global company

To set a different standard, you have to act on a global scale.

Therefore we exhibit at the most influential trade fairs within our industry, like e.g. the CES in the US, CeBit in Germany and Computex in Taiwan. This did not go unnoticed: we got covered by major news channels, newspapers and magazines while doing so.

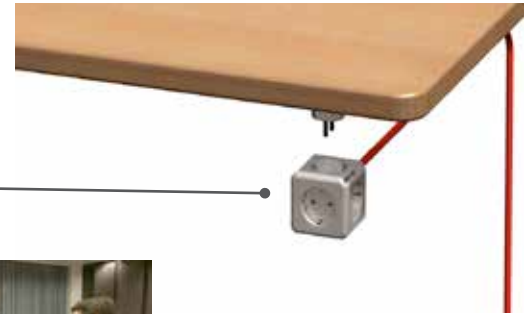
We also won several awards: like e.g. the Good Design Award and Red Dot Award. And many more are expected!

A healthy company

Allocacoc sponsors its own football team, with their home turf in Leiden, the Netherlands.

Working at Allocacoc

We have a very dedicated team of employees, and make sure we offer them a nice and inspiring environment to work in. Take our Shanghai office for example: this is designed as a bar!



Our office in Shanghai, China



The PowerCube

Often you arrive at your office, at home, in a meeting, or somewhere else and find it difficult to reach for a nearby available power outlet to charge your notebook or cell phone.

The PowerCube will eliminate this problem: The number of outlets can be expanded, enabling you to mount a tailored power source within reach.

On the following pages you can explore some of its characteristics...





**reddot award
winner**

Award-winning design

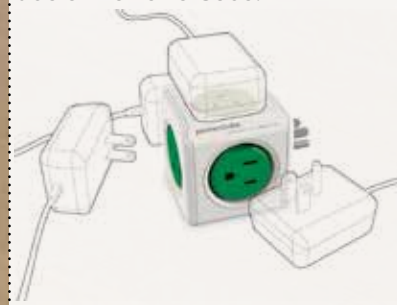
The PowerCube product family won several awards, amongst which the coveted Red Dot award, a prize for good industrial design.

Expand

The PowerCube is modular: you can create the setup you prefer by adding more PowerCubes to the PowerCube | Extended | mounted on your desktop.

No obstructions

Plugs cannot obstruct each other, as each plug connects to a different side of the PowerCube.



Safety

All types of the PowerCube are thoroughly tested, and certified depending on the standards that are applicable within your region. Also, all contacts are grounded and child-proof.

Several socket types available

As throughout the world various kinds of sockets are in use, we designed PowerCubes for a variety of different socket types. On the next page of this brochure you can find what version is suitable for your country.

Mount it anywhere

The | Extended | versions of the PowerCube come with a mounting dock, enabling you to mount the PowerCube anywhere, also upside-down underneath your desk, or on a wall. In this way, you always have a power source within reach. And if you need it elsewhere, it is easy to remove again due to the removable tape.

CableFix

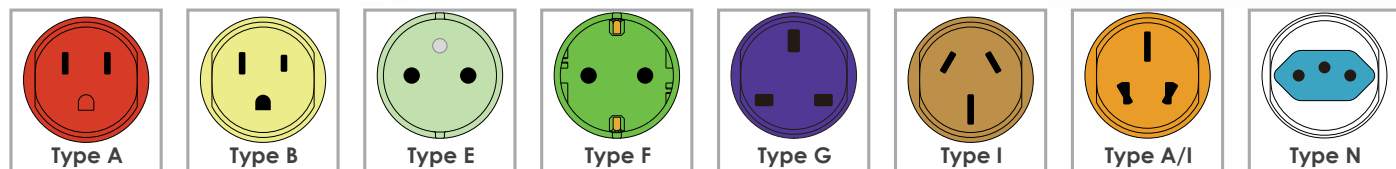
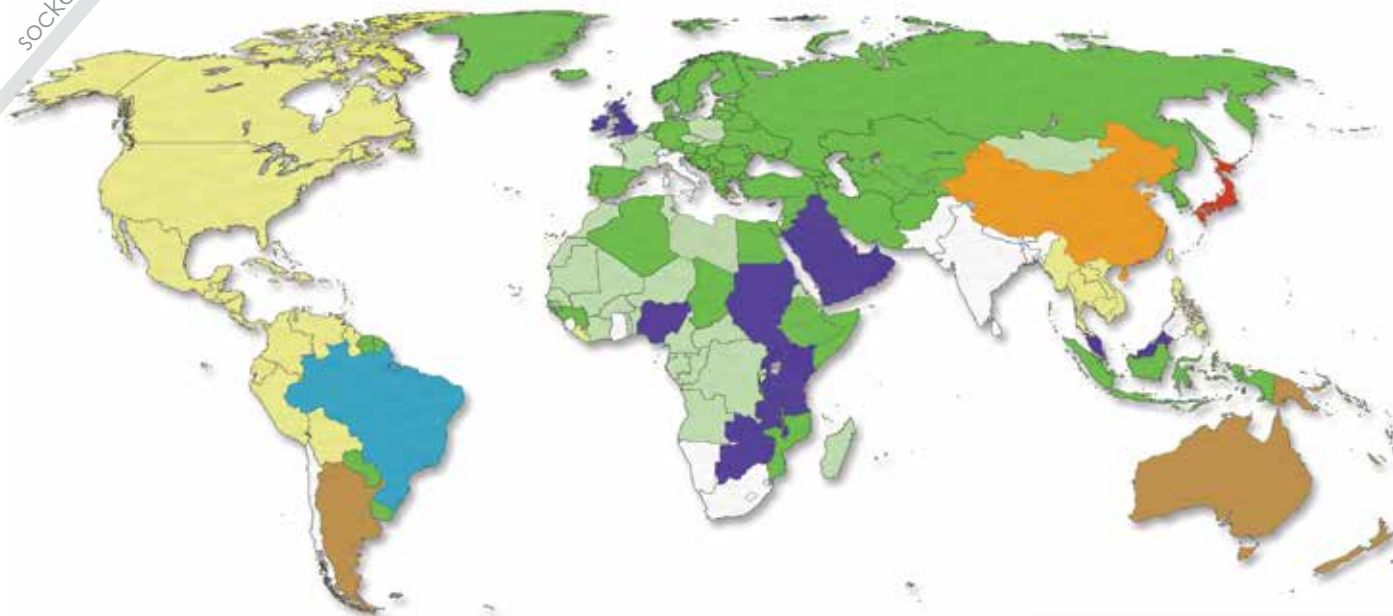
Besides a docking station, both | Extended | versions of the PowerCube also include a CableFix, to align the power cord neatly.

USB-output

The USB-versions of the PowerCube come with powered dual USB ports, enabling you to charge a wide variety of devices, including tablet computers (like the iPad) and smartphones.

socket types

Throughout the world, many types of electrical outlets are in use. As you can see on the map beneath, eight different types are the most common, all of which we offer. All these types are identified by a letter, beneath the map you can see what letter corresponds to your country:



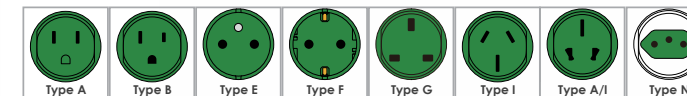
Some examples of the different types we offer:



PowerCube | Original |

This was the original concept of the PowerCube, featuring 5 additional power outlets. Because of the PowerCube's design, power plugs are unlikely to block each other.

technical specifications	
Voltage	100-240V; 13-16A ²
Outlets	5
Available socket types	Type A, B, E, F, G, I, A/I, N
Standard colour	Kelly Green

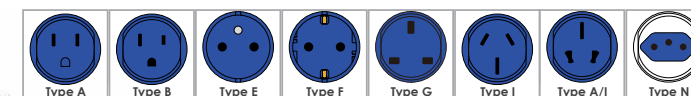


Original (type B)

PowerCube | Original USB |

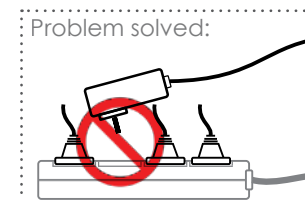
This PowerCube has the same functionality as the PowerCube | Original |, and also offers a dual USB-outlet. The USB ports enable the user to charge a cell phone, camera, MP3-player, GPS, etc... From 2010 onwards, most new cell phones and other portable electronics are charged via USB, to reduce the amount of different chargers required.

technical specifications	
USB output (V)	2 x 5V
USB output (mA)	2100 mA (10W) ¹
Voltage	100-240V; 13-16A ²
Outlets	4
Available socket types	Type A, B, E, F, G, I, A/I, N
Standard colour	Cobalt Blue



Original USB (type I)

compatible with
iPhone
iPod
iPad



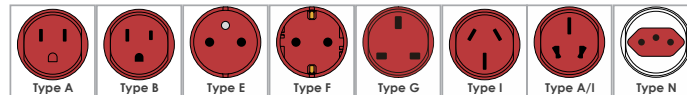
¹ Able to charge all USB-charge enabled devices, including the iPhone and iPad

² Depends on local legislation

PowerCube | Extended |

Besides offering all functionality of the PowerCube Original, this version also features a cable and five power sockets. With the included docking system, this PowerCube can be mounted anywhere: on your desktop, on the wall, beneath your tabletop, ...

technical specifications	
Voltage	100-240V; 13-16A ²
Cord length	1.5 - 3m
Mounting system	included
CableFix	included
Outlets	5
Available socket types	Type A, B, E, F, G, I, A/I, N
Standard colour	Boston Red



Mounting system

Both | Extended | versions of the PowerCube come with a stick-on mounting system. With the included mount, the | Extended | versions of the PowerCube can be placed anywhere: on your desk, wall-mounted, ...the options are endless.

We carefully selected the sticky tape to be as powerful as possible, and yet leave no traces if you would ever decide to remove it, which is as easy as mounting it: just pull the tabs and the dock will come off.

twist and lock

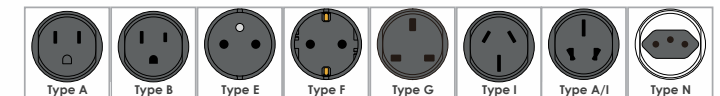
Extended (type F)

PowerCube | Extended USB |

This is the most extensive version of the PowerCube. It has a standard 1.5 meter extension cord fitted to it, so it can be mounted anywhere to have a power outlet within reach. To do this, a stick-on dock is included. An ideal location is your desktop: there is no more need to duck beneath your desk to plug in your laptop! This PowerCube also includes a powered USB port, so your mobile devices (including tablet computers!) can be recharged from your desktop.

Extended USB (type F)

technical specifications	
USB output (V)	2 x 5V
USB output (mA)	2100 mA (10W) ¹
Voltage	100-240V; 13-16A ²
Cord length	1.5 - 3m
Mounting system	included
CableFix	included
Outlets	4
Available socket types	Type A, B, E, F, G, I, A/I, N
Standard colour	Trolley Grey



USB-output

The PowerCube Extended USB comes with powered dual USB ports. This enables you to charge a wide variety of devices, including tablet computers (like the iPad) and smartphones, right from your desktop without the need to power up a laptop or using a separate charger.

compatible with
iPhone
iPod
iPad

¹ Able to charge all USB-charge enabled devices, including the iPhone and iPad

² Depends on local legislation

The PowerCube ReWirable: a different standard for travel adapters

Travel adapters have several shortcomings:

- **safety:** most travel adapters cannot be certified because of their dimensions
- only **one outlet:** nowadays we probably carry more than one electronic device with us.
- we believe more consumers use travel adapters to plug their **home device into a foreign socket**, than a foreign plug to a home socket. Think about it... and look what is available on the market.
- **optimal use;** as product designers we hate it when products are not used frequently. With travel adapters this is the case: when returning home they end up in a drawer. Such a waste!

Therefore it is clear that a different standard is required for the travel market: the PowerCube ReWirable.



Universal socket - plug connection

The PowerCube ReWirable comes with a worldwide standard receptacle (fused for max 6-10A). Plug in an old computer cable and convert your PowerCube into an extension cord.



A new level of environmental friendliness

The PowerCube ReWirable sets a different standard for "green" products. We all know about recycling, which will degrade the product and material. Much more green is re-using old products!

Almost everyone has a drawer full of cables from old computers, printers, monitors, scanners, fax machines, etc. Why not turn them into power extension cords? In addition, you can choose your own cable length.

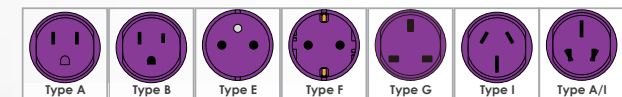
And in case you go on a trip, plug out the cable and use a cable with the plug of the country you travel to. Therefore you will never lose a travel adapter again, as you can use it as a standard power strip when you are at home. Optimal use of a product!

*Cables are not included, otherwise we would not be saving the environment of course!

PowerCube | ReWirable |

This version features 5 additional power outlets. Despite its compact design, power plugs are unlikely to block one another. At the back, the common IEC adapter can be found, so that you can use it with the additional plugs - or any cable you have laying around!

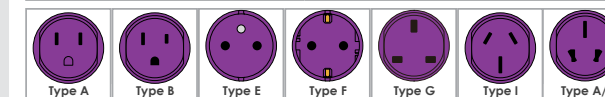
technical specifications		
Voltage	100-240V; 6-10A ²	
Outlets	5	
Fuse	Replacable	
Available socket types	Type A, B, E, F, G, I, A/I, N	
Available plugs	DE/FR, UK, USA, AU	
Standard colour	Orchid Purple	



PowerCube | ReWirable USB |

This PowerCube has the same functionality as the PowerCube | Rewirable |, but also offers a dual USB-output. These USB ports enable the user to charge a cellphone, camera, MP3-player, GPS, etc... Nearly all electronic devices nowadays offer a USB-charging option.

technical specifications		
USB output (V)	2 x 5V	
USB output (mA)	2100 mA (10W) ¹	
Voltage	100-240V; 6-10A ²	
Fuse	Replacable	
Outlets	4	
Available socket types	Type A, B, E, F, G, I, A/I, N	
Available plugs	DE/FR, UK, USA, AU	
Standard colour	Orchid Purple	



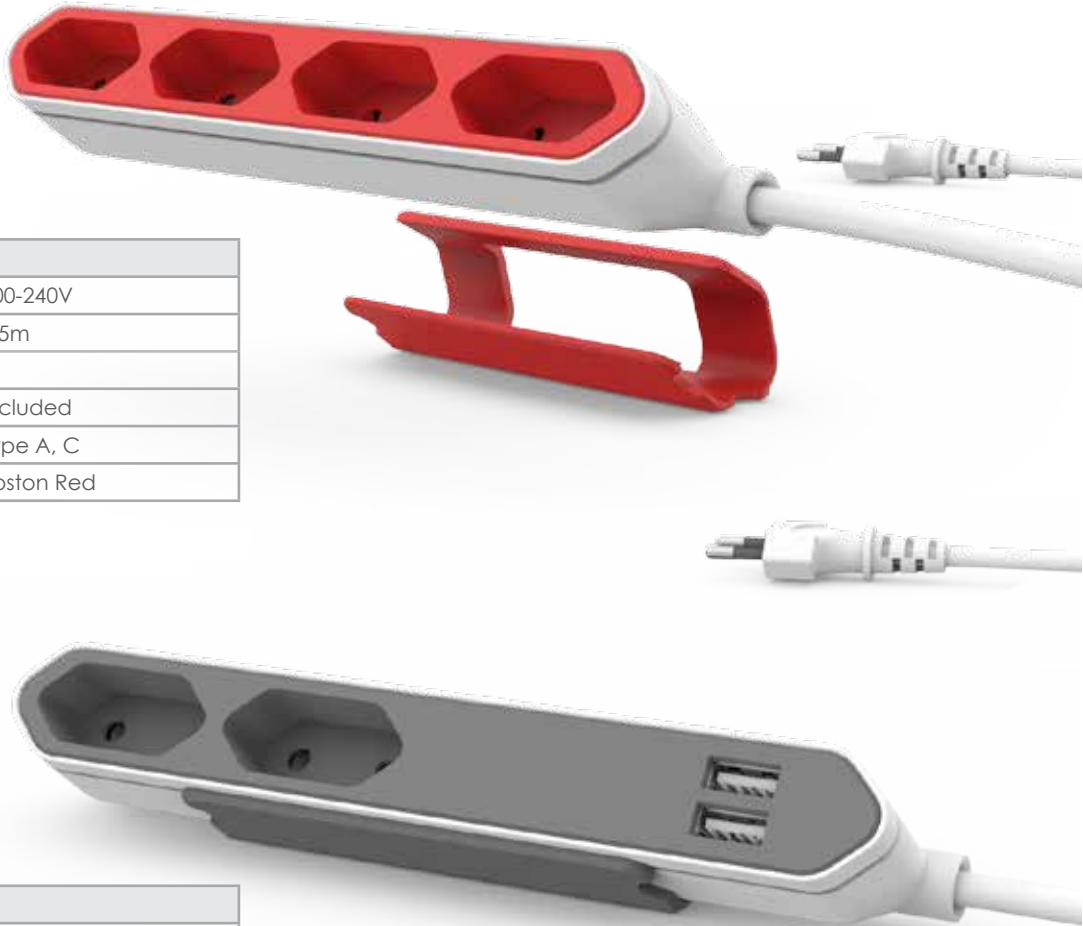
compatible with
iPhone
iPod
iPad

¹ Able to charge all USB-charge enabled devices, including the iPhone and iPad

² Depends on local legislation

PowerBar

The PowerBar is a great new addition to your desktop: due to its flat design, it is an inobtrusive and elegant solution to connect your ungrounded plugs. As it is delivered with a mounting bracket it can conveniently be mounted beneath a desk or table. The USB-version allows you to charge all your mobile devices.



PowerBar	
Voltage	100-240V
Cord length	1,5m
Sockets	4
Mounting bracket	Included
Available socket types	Type A, C
Standard colour	Boston Red



PowerBar USB	
Voltage	100-240V
Cord length	1,5m
Sockets	2
Mounting bracket	Included
USB output (V)	2 x 5V
USB output (mA)	2100 mA (10W)
Available socket types	Type A, C
Standard colour	Trolley Grey

Power | Extension |

Ideally we would not need power cords, as they restrict us in our mobility. As wireless energy is not within widespread use and at least for higher power is not expected anytime soon, we developed the Extension. This product will allow you to extend your working space, as you can also have a power socket further away now.

As a regular extension cord is hardly new, we of course gave a different twist to it, and did so quite literally: you can switch the power on or off by revolving the power plug.

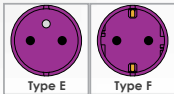
Did you know?

The Power | Extension | was selected as one of the 5 greatest innovations in the Netherlands in 2014



The Power | Extension | comes with a grounded 3-5m (10-16ft) cable and child-proof lock. Combined with the unique on/off switch it creates a safe & smart alternative to standard extension cords. And as a regular socket is used, the Power | Extension | is compatible with all our other products, allowing you to create a set up that tailors to your needs.

technical specifications	
Voltage	230V
Cord length	3-5m
On/Off switch	yes
Outlets	1
Available socket types	Type E, F
Standard colour	Mystic Magenta



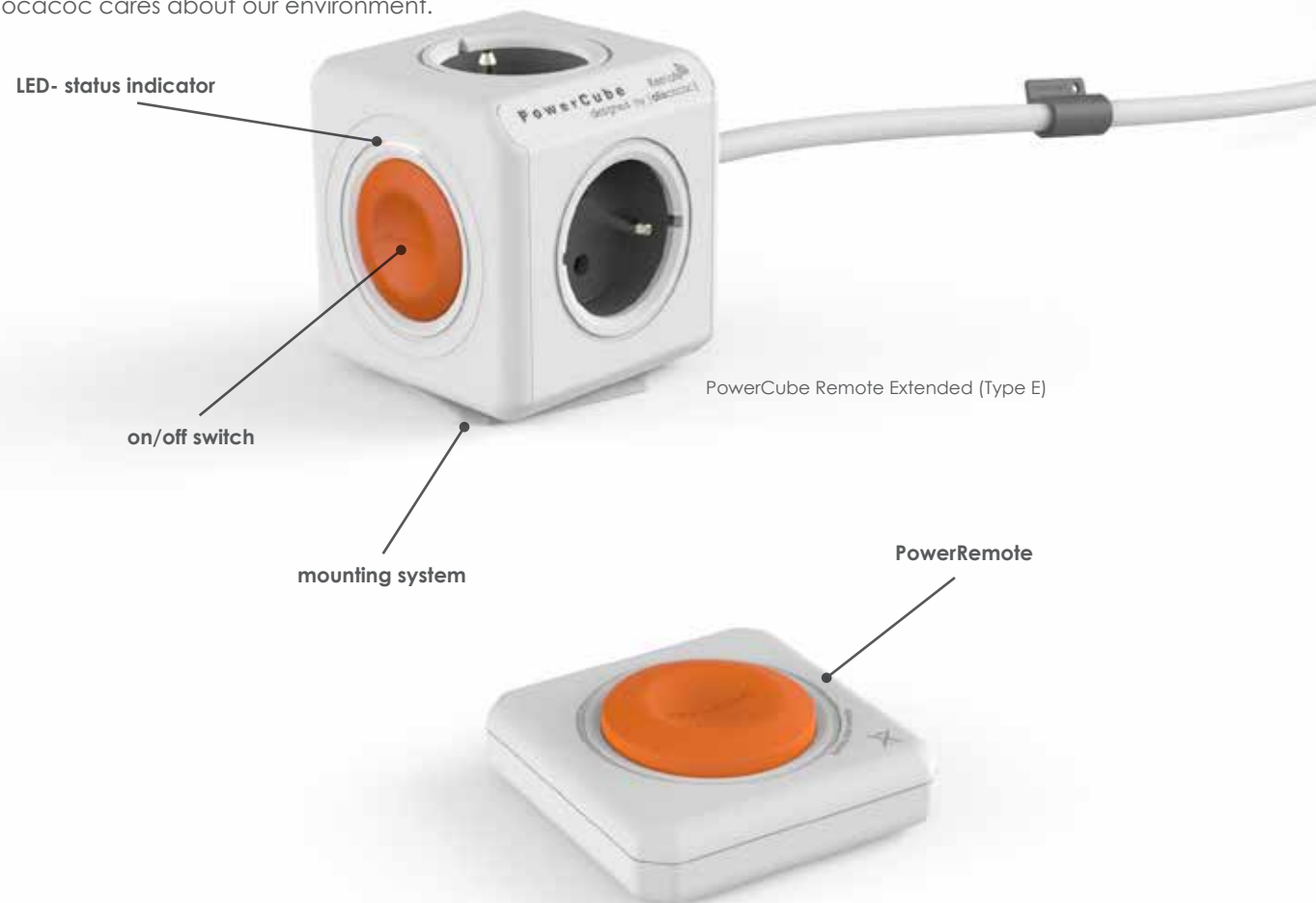
Power Extension (Type F)

PowerCube Remote

Having set a different standard for extension cords, many people have asked us why we do not have an ON/OFF switch on the PowerCube to cut standby power usage. Simply because we do not find it user-friendly: as a power strip is often hidden behind furniture, the on/off switch is hard to reach. The solution is to add a remote, however existing remote-controlled power sockets on the market do not offer a convenient solution, as the remote gets lost or batteries run out.

Our creation is the PowerCube Remote, which takes user-friendliness to a whole new standard. With one big "Step-On" button on the PowerRemote you can turn the PowerCube ON/OFF from a distance using either your hands or feet.

The reusable "Sticky-Pad" on the remote can be used to attach it wherever it is easy to find and reach, so you will never lose it. Furthermore, the modular design concept allows the PowerRemote to pair with multiple PowerCubes, and vice versa, to customize it to your needs. And surprisingly... the PowerRemote does NOT USE BATTERIES as Allocacoc cares about our environment.



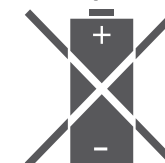
One PowerCube Remote can be controlled by multiple Remotes

One Remote can control multiple PowerCubes Remote

A unique feature of the PowerCube Remote is its pairing system: it is easy to pair different remotes with one PowerCube Remote, as well as the other way around. Just press the button on the PowerCube Remote for 5 seconds, and it will pair to the next PowerRemote that is clicked.

And if it ever happens that synchronisation is lost there is no need to worry: if you press the button twice all connected devices will be switched off.

Battery-free



The Remote does not use batteries, so you will never have to worry about replacing them.

Press by foot



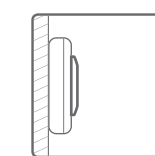
The unique "Step-On" button on the PowerRemote can be pressed by foot in case both hands are occupied.

"Sticky-Pad" on the PowerRemote

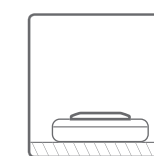


- Attach to any smooth surface - making it difficult to lose
- Rinse off with a wet napkin to clean
- Retains its stickiness: reuse as many times as you want
- Does not leave any residue on the surface stuck onto

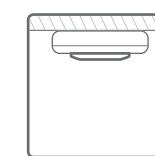
Mount the PowerRemote anywhere



vertically



horizontally



upside down



The PowerCube Remote can be used in many situations. On these pages you can find an overview of some situations that might occur:



The kitchen

Switch on your coffee maker from your bedroom or any other location within your house, so that you only have to get out of bed when you start smelling your freshly made coffee.



At work

Plug in your desk lamp, laptop etc... As the PowerCube Remote can be used together with the mounting dock, you can also mount it on - or beneath - your desktop, eliminating the need to reach for a remote switch.



Arriving home

After grocery shopping you have both hands occupied... This is no problem though, as the PowerRemote's button can also be pressed by foot!



Watching TV

Electronics on standby can still consume a lot of power. However, you prefer not to walk to your TV every time to switch it on or off. Solution: Plug your TV into a PowerCube Remote, and control it by a PowerRemote you stick onto your coffee table.



Bedtime

No need to leave the warmth of your blanket to switch off the light: a push on the PowerRemote suffices.

The PowerCube Remote comes in different varieties, allowing you to create the solution that fits your needs the most. Beneath an overview of the main varieties:



PowerCube Remote Original



PowerCube Remote Original + PowerRemote



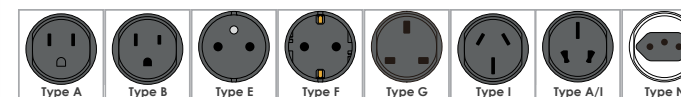
PowerCube Remote Extended 1.5 or 3m



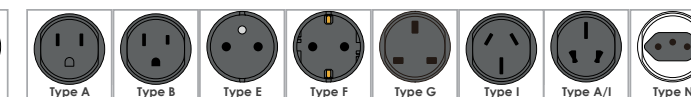
PowerCube Remote Extended 1.5 or 3m + PowerRemote



PowerRemote



PowerCube Remote Original	
Voltage	100-240V
Cord length	Direct plug
Sockets	4 + switch
PowerRemote included	In combo-packaging
PowerRemote range	25 m
Available socket types	Type A, B, E, F, G, I, A/I, N
Standard colour	Trolley Grey
Button colour	Queen's Orange



PowerCube Remote Extended	
Voltage	100-240V
Cord length	1.5m / 3m
Sockets	4 + switch
PowerRemote included	In combo-packaging
PowerRemote range	25 m
Mounting dock	included
CableFix	included
Available socket types	Type A, B, E, F, G, I, A/I, N
Standard colour	Trolley Grey
Button colour	Queen's Orange

PowerUSB Cable

Power USB Cable

A recognizable problem: your visitors ask to charge their mobile or tablet, and you do not have the right cable around, as your mobile happens to have that different connector.

Charging cables with multiple connectors exist, however most often these use an extra cable for each separate connector, forcing you to carry extra cables you do not actually need. And if they are separate, the connectors you do not use end up in a drawer, and turn out to be impossible to find that one time you actually do need them.

With the Power USB Cable, these problems are over, as it caters to most modern connector types, and just exists of one slim cable. This means that you only have to carry the equivalent of your regular charging cable, and do not have to turn down the pretty lady or handsome boy asking you to charge his/her mobile!



Power USB Cable		
USB Cable	Charging and data transfer	
Cable length	80cm/2.5 ft	
Connectors	Apple Lightning, Micro USB and Mini USB	
Standard colour	Wyoming White	



packaging

Packaging

The packaging is very important, as it is the first impression a potential buyer gets of our products.

Therefore, we put as much care in the packaging design as into the design of our products. The packaging of most of our products is made of high quality polypropylene, a recyclable material known for its strength and qualitative appeal. Also, several parts of the packaging are semi-transparent or even cut-out. This will prevent it from being opened on the shelves, as customers may want to check the product and its colour before buying it. Also, as one of the sockets is open, it is very easy to check what socket version you are buying!



Extended USB (type A/I)

How many PowerCubes can be combined?

In theory, the PowerCube can be extended infinitely, as long as the devices you connect do not draw more than the rating specified on the product. However, we recommend you to attach no more than two PowerCubes to one mounted PowerCube.

Is the PowerCube safe to use with a power hungry device, like e.g. a microwave?

The PowerCube is as safe as any other power outlet, and built to last. Also, the PowerCube is fully grounded, and all sockets are child-proof.

What differentiates the PowerCube from other power strips?

What differentiates the PowerCube is its versatility: it can be mounted anywhere with the unique docking system. Besides this, the PowerCube's design also ensures that plugs cannot block one another. Furthermore, the PowerCube is a modular system: it is stackable and expandable enabling you to create a solution which tailors to your needs.

So we created a completely new user experience for an existing product, making it user-friendly and more versatile.

How long does it take to charge a device via the USB-output?

The USB ports provide 2.1A of power combined, quadruple the USB standard of 0.5A. As a result the charging time will be shorter than charging via a USB port on your computer. There is a built-in chip which detects how many devices are connected and adjusts the output according to this. So if only one device is connected, it will be able to use the full 2.1A output. If two are connected, they share this total output.

How come the PowerRemote does not use any batteries?

By pressing the button, enough kinetic energy is created to send a pulse to the PowerCube Remote.

Why are not all products available for all countries?

Many of our products feature power plugs and/or sockets, which vary greatly throughout the world. Even though these might look similar in appearance, the internal construction can be totally different: e.g. a grounding pin being male or female results in a totally different internal construction.

Do you have any vacancies?

Chances are we actually do! You are most welcome to mail your cv to jobs@allocacoc.com

How do you protect your products against copycats?

At Allocacoc, we are designers at heart: we come up with clever solutions to problems, resulting in original products. Of course, this does not go unnoticed: as our products gain popularity, "remarkably similar" products are starting to appear on the market. We actually consider this as a honour though: being copied is the greatest recognition a product can get. This also confirms that we live up to our name, and really do set a different standard.

Of course we also take action, focusing on the following aspects:

- Protection of our intellectual property rights on internal construction, design and utility
- Never stopping to innovate: as copycats are copying a product, we are already working on its "version 2.0".
- An extensive focus on build quality and product safety
- Thinking through all details and keeping the complete user experience of our products in mind, from the unboxing to the installation and -extensive- usage.
- A good pricing strategy: Even before we start designing a product, we already have a target price in mind. This enables us to make crucial decisions throughout the process, and ensures that all products we design will be affordable to the end consumer. The fact that we do not charge any "design fees" or other hidden costs often also creates the unique situation where the copy is more expensive than the original.

By focusing on these key points we are confident we can maintain the lead, and continue to set a different standard.

Where can I find more information on the products of Allocacoc?

You are welcome to visit our website at www.allocacoc.com. On this website, you can find additional information as well as the latest news on our company and products. Besides this website, we also post regular updates on social media like Facebook and Twitter, you are most welcome to follow us there too!

We hope we have made you as enthusiastic about our products as we are, and stay with us for more products to come!

For more information, you are welcome to visit us at www.allocacoc.com. If you have more questions or would like us to assist you in any other way, please mail us at info@allocacoc.com, or just drop by at one of our offices, we will be glad to show you around!

allocacoc

The Netherlands

Allocacoc bv
Rotterdamseweg 386 B1
2629 HG Delft
the Netherlands

info@allocacoc.com

www.allocacoc.com