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*cordctrl is a simple yet innovative product for managing the constant mess of the earphone cord to your music device or mobile phone. The aim has been to create a user-friendly solution to this problem combined with a clean shape that harmonizes well with the iPod / iPhone. The product is made of 100% high grade liquid silicone for optimal functionality, quality and durability and is compatible with most earphones and handsfrees. Simply wrap your headphone cord around the *cordctrl and lock it at both ends by sliding the cord into the slots.

The product has recently been released in selected design-, fashion- and technology stores in Sweden, Europe and Japan with a focus on larger metropolitan areas. *cordctrl continues to expand its global reach with the ambition of making life a bit less messy.

*cordctrl is designed and produced in Sweden. The product is delivered in its specially designed sealed white plastic packaging. The packaging material used is polypropylene, which is a light weight and clean plastic material optimal for consumer packaging and well suited for our recycling systems. Involved in the project has been a network of people with various backgrounds in fashion, product- and graphical-design, advertising and production. After graduating in computer and systems sciences and economics, I worked briefly for an American investment bank and a Swedish fashion retailer before I decided to start my own business.

For more information please visit www.cordctrl.com.

Sincerely,

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