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Logi BLOK: the Family of Cases Made to be Dropped

This is the New Shape for iPad Protection

NEWARK, Calif.--(BUSINESS WIRE)-- Today Logitech (SIX: LOGN) (NASDAQ: LOGI) introduced its first family of products under the new [Logi label](#): the [Logi™ BLOK family](#) of cases for iPad. Comprised of the [Logi BLOK Protective Shell](#), the [Logi BLOK Protective Case](#) and the [Logi BLOK Protective Keyboard Case](#), the BLOK family features cushioned square corners designed to help protect your iPad from drops up to six feet high and onto surfaces as hard as concrete.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150715005510/en/>

[Tweet now](#): Meet BLOK: the Logi family of #iPad cases that's made to be dropped. Learn more: <http://blog.logitech.com/?p=23427>



"The iPad is a powerful device. But people have dropped and damaged - or are afraid that they will drop and damage - the iPad, so they typically don't use it to its full potential," said Michele Hermann, vice president of mobility at Logitech. "Until now, protecting your iPad from drops meant covering it with a bulky case that took away from the beauty and mobility of the iPad. Our designers worked with material experts to protect the most sensitive parts of the iPad without adding the bulk you associate with ultra-protective cases. With the Logi BLOK family of cases you no longer have to choose between protecting your iPad and having a beautiful case that allows you to enjoy all the functionality it has to offer."

The BLOK family of cases features cushioned square corners designed to help protect your iPad from drops up to six feet high and onto surfaces as hard as concrete. (Photo: Business Wire)

and survive surfaces as hard as concrete.

The cases' square corners have unique extra-absorbent polymers to give your iPad more protection where it needs it most, the corners. The absorbent polymer structure supports and flexes with your iPad upon impact, ensuring it can withstand drops from up to six feet high

Highlights of the Logi BLOK family include:

The [Logi BLOK Protective Shell](#) for iPad Air 2 and all models of iPad mini is a protective shell with a screen protector that guards the screen from scratches. The shell has a simple and sleek design that is ultra-protective, yet maintains the integrity of the iPad to make it feel as though you're holding the iPad without a case. The Logi BLOK Protective Shell is available in black, red/violet or teal/blue for a suggested retail price of \$39.99.

The [Logi BLOK Protective Case](#) for iPad Air 2 gives you the same drop protection as the protective shell, and adds an any-angle stand that firmly holds your iPad at any angle within a 50-degree range. The stand adjusts to provide a comfortable viewing angle for activities that require your eyes to be on the iPad and your hands free. When closed, the screen cover helps protect your iPad screen from direct impact. The Logi BLOK Protective Case is available in black, red/violet or teal/blue for a suggested retail price of \$69.99.

The [Logi BLOK Protective Keyboard Case](#) for iPad Air 2 is the all-in-one iPad case with four modes. Use it as a protective shell for reading or browsing the web. Kick back its any-angle stand for hands-free viewing. And when you need to type it offers a wireless, attachable or detachable keyboard that doubles as a screen cover. The keyboard features a dedicated row of iOS® shortcut keys for comfortable typing. The Logi BLOK Protective Keyboard Case is available in black or teal/blue for a

suggested retail price of \$129.99.

The Logi BLOK Protective Shell, the Logi BLOK Protective Case and the Logi BLOK Protective Keyboard Case are all expected to be available in the U.S., Australia, New Zealand and select countries in Europe beginning in August 2015. For more information, please visit [Logitech.com](http://www.logitech.com), our [blog](#) or connect with us on [Facebook](#).

About Logitech

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. Over 30 years ago, Logitech started connecting people through computers, and now it's designing products that bring people together through music, gaming, video and computing. Founded in 1981, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech at www.logitech.com, the [company blog](#) or [@Logitech](#).

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