allocacoc

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, so that when someone is asked to picture a certain product, they picture our product, and will have forgotten about the previous design.

To create a different standard, we take the following in mind:

Design is not about the looks, but about the value
Whilst designing a product, we take in mind the core functionality of a problem, looking from the perspective of the end user. So in the case of the PowerCube we were not thinking about designing a new extension cord. What we were thinking about was on how to bring a source of energy as close as possible to where it is needed. Therefore, the PowerCube is a power outlet that adapts to your needs, instead of the other way around.

Top-down cost calculation
Design often comes with a price tag. The reason for this is that many designers initially start with small batches, and calculate their prices bottom-up: they define the selling price according to the manufacturing cost. We however work top-down: we defined an ideal consumer price, and based all our engineering decisions on reaching that goal. As our aim is to set a new standard this is only possible if anyone can afford to buy our products. By directly focussing on mass production, we get our long-term profits at the front end: by negotiating volume discounts at our suppliers of parts and raw materials.

Thinking about the core value
When designing a product, it is important to think about what the consumer wants. 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

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...

The company 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. With Allocacoc, this is not the case: we are able to produce the products we design in great numbers, as we have our own production facilities located near Shanghai, China. Our factory covers a surface area of 26.000 m^2, and is under constant supervision of our Dutch staff.

Our headquarters at Almere, the Netherlands

Having our own production facilities offers many advantages:

Firstly, the production capacity can be increased in a very short time span. Furthermore, it also offers more flexibility production-wise.

Another advantage of having our own factory is that it enables us to guarantee you the lowest price as no third parties are involved: you deal directly with the manufacturer.

Lastly, this full control over the production process enables us to have full control over our product's quality, as the production process can constantly be monitored and tweaked where required. This allows us to try out innovative production techniques which would elsewise be impossible.

Our production facilities near Shanghai

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 as it allows you to mount multiple power sockets where it is the most convenient. The number of outlets can be expanded according to your needs, creating a tailored power source within reach.

The PowerCube is a versatile product, enabling you to place a power outlet anywhere you want. On these pages you can explore some of its unique characteristics...

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

Safety
The PowerCube is tested up to 15A, the industry standard and contains a ressetable fuse. Also, all contacts are grounded and child proof.

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 elesewere, it is easy to remove again due to the removeable tape.

No obstructions
Plugs cannot obstruct eachother, as each plug connects to a different side of the PowerCube.

USB-output
The USB-versions of the PowerCube come with powered dual USB ports, enabling you to charge all USB-charge enabled devices, including tablet computers (like the iPad).

Docking station

With the included docking station, the |Extended| versions of the PowerCube can be mounted anywhere: underneath your desk, on a wall, ... 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.

Bedroom
Place a PowerCube |Extended USB| at your bedside so you can work with your tablet computer or smartphone in bed without the need to worry about running out of power.

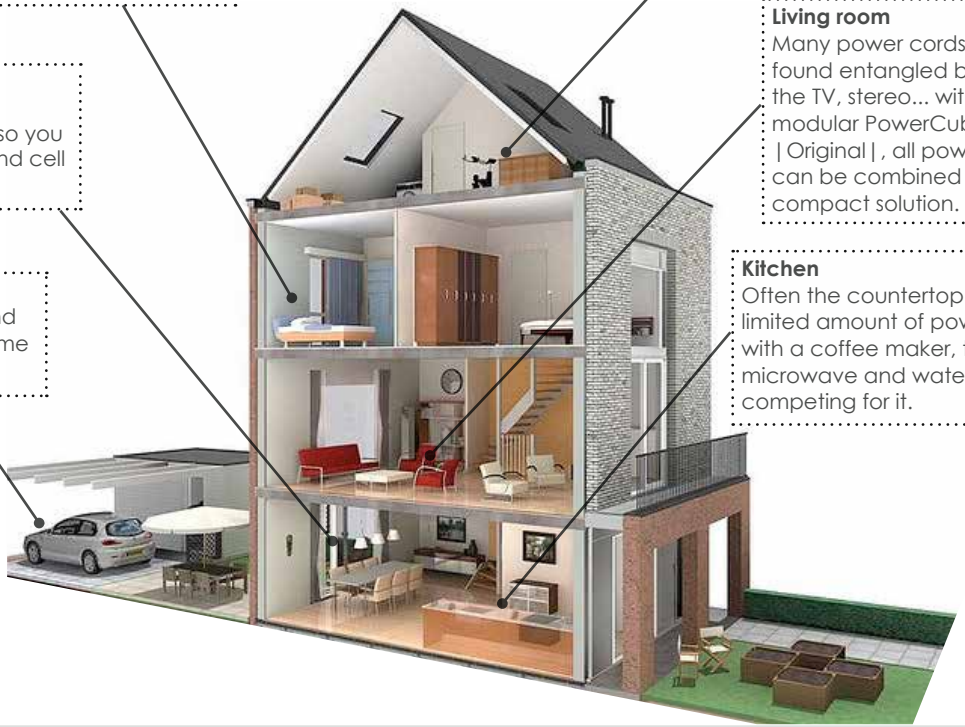
General
Mount a PowerCube |Extended| on the wall so you do not have to duck down to reach for an outlet.

Office
Mount a PowerCube |Extended| on your desk so you can charge your laptop and cell phone from your desktop.

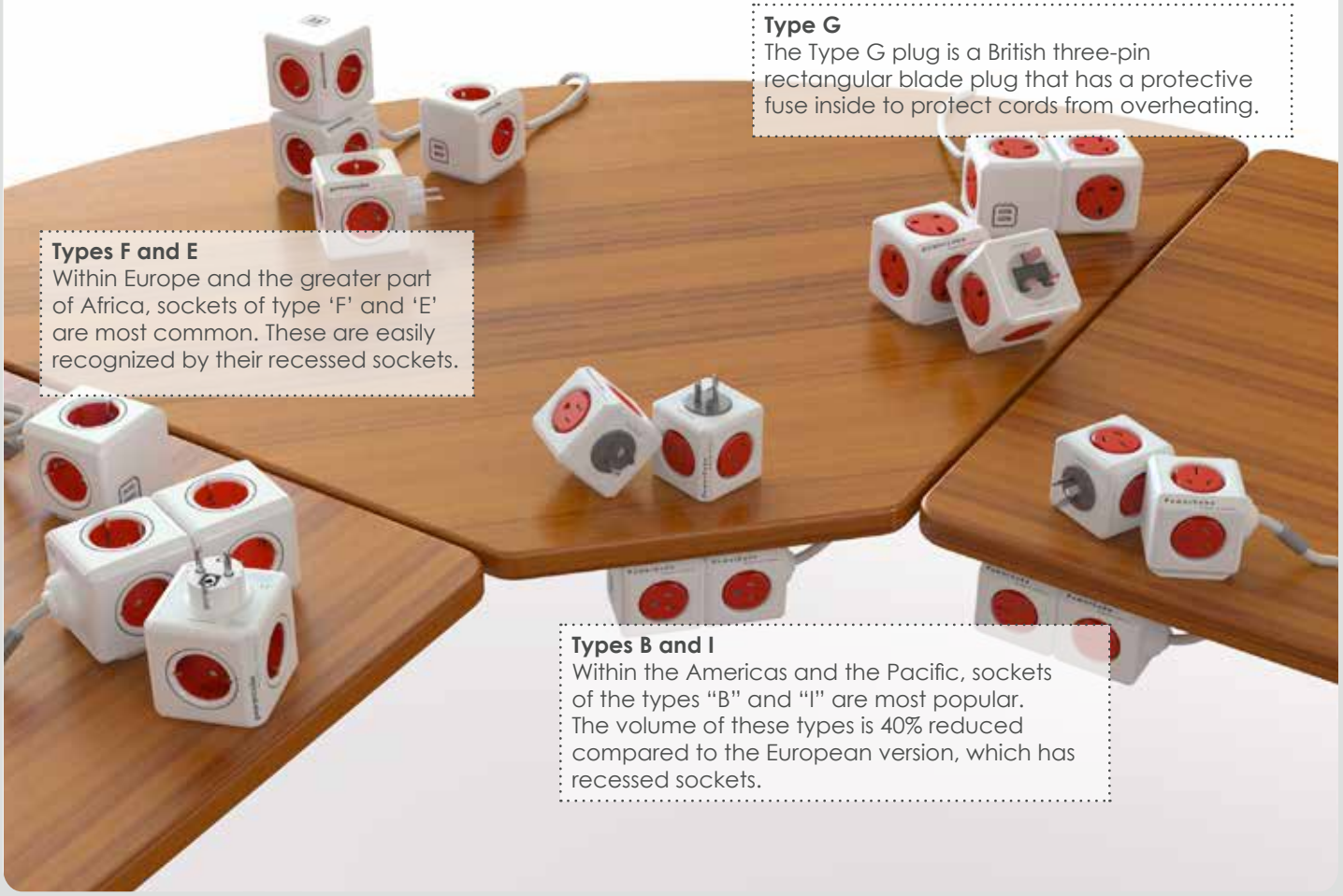
Living room
Many power cords canbe found entangled behind the TV, stereo... with the modular PowerCube |Original|, all power cords can be combined into one compact solution.

Garage
Charge your electric car and robot-lawnmower at the same time!

Kitchen
Often the countertop only has a limited amount of power outlets; with a coffee maker, toaster microwave and water cooker competing for it.



Throughout the world, many types of outlets are in use. As you can see on the map on page 7, five different types are the most common, all of which we offer. All these types are identified by a letter: types A and B are the most common in the US and Japan, types E and F in Europe, type G in the UK and the Middle East, and type I in Australia and New Zealand.

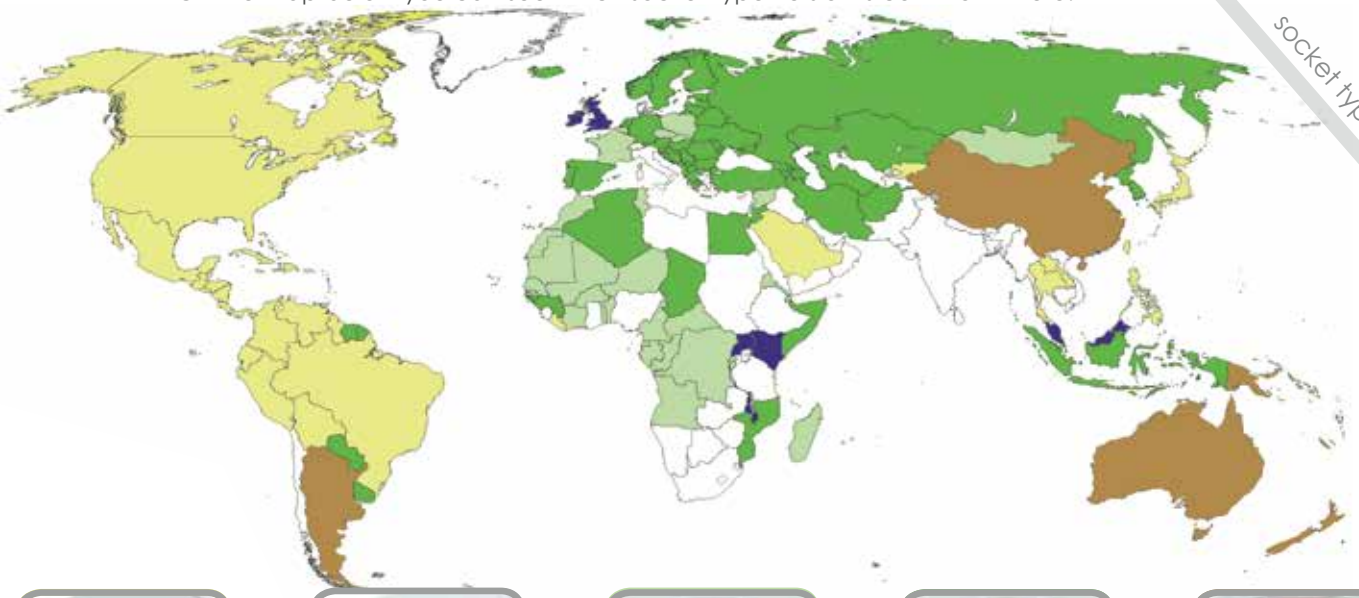


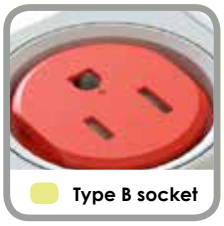
Type G
The Type G plug is a British three-pin rectangular blade plug that has a protective fuse inside to protect cords from overheating.

Types F and E
Within Europe and the greater part of Africa, sockets of type 'F' and 'E' are most common. These are easily recognized by their recessed sockets.

Types B and I
Within the Americas and the Pacific, sockets of the types "B" and "I" are most popular. The volume of these types is 40% reduced compared to the European version, which has recessed sockets.

On the map below you can see which socket type version is common where:




Type B socket


Type G socket


Type E socket


Type F socket


Type I socket

Type B socket (NEMA 5-15)
North/South America: American Samoa, the Bahamas, Barbados, Belize, Bermuda, Brazil, Canada, the Cayman Islands, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guam, Guatemala, Haiti, Honduras, Jamaica, Mexico, Montserrat, Netherlands Anitlles, Nicaragua, Panama, Peru, Puerto Rico, Tahiti, the United States of America, and Venezuela. **Other countries**: Japan, Philippines, Saudi Arabia, Taiwan, Thailand and Trinidad.
Type I socket (AS 3112)
Argentina, Australia, China, Fiji, New Zealand, Papua New Guinea, Samoa, Solomon Islands, Tajikistan, Tokelau, Uruguay and Uzbekistan.
Type F socket (CEE 7/4 Side grounding)*
Europe: Austria, Azores, Bosnia, Bulgaria, Croatia, Finland, Germany, Greece, Hungary, Iceland, Latvia, Luxembourg, Netherlands, Norway, Montenegro, Portugal, Romania, Russia, Serbia, Spain and Sweden. **Other countries**: Algeria, Aruba, Cape Verde, Chad, Egypt, Guinea, Indonesia, Iran, Jordan, Mozambique, Myanmar, North Korea, Paraguay, South Korea, Suriname, Turkey and Uruguay.
Type E socket (CEE 7/5 Grounding pin)*
Europe: Belgium, Canary Islands, Czech Republic, France, Monaco, Poland and Slovakia. **Other countries**: Cameroon, Central African Republic, Congo, Ivory Coast, Djibouti, French Guiana, Guadeloupe, Madagascar, Mali, Martinique, Mongolia, Morocco, Niger, Senegal, Syria and Tunisia.
Type G socket (BS 1363)
Asia: Bahrain, Bangladesh, Cambodia, Hongkong, Kuwait, Macau, Malaysia, Pakistan, Qatar, Singapore, Sri Lanka, United Arab Emirates and Vietnam. **Other countries**: Cyprus, Ireland, Malta and the United Kingdom.

Note: even though some countries are not on this list, their ungrounded plugs can be plugged into the PowerCube. These countries are, amongst others, Chile, Denmark, Italy, Libya and Switzerland.

*PowerCubes use a CEE7/7 ("Schuko") plug, compatible with both Type E and F sockets.

To tailor to your needs, the PowerCube comes in many varieties. On these pages, you can see a description of each version with their technical specifications.

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 eachother.

4100/USORPC	
Voltage	125V; 15A
Resettable Fuse	Yes
Outlets	5
Available socket types	Type B, E, F, G, I
Standard colour	Kelly Green (PMS 356 C)

PowerCube |Original USB|
This PowerCube has the same functionality as the PowerCube |Original|, and also offers a USB-outlet. The USB port enables the user to charge a cellphone, 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.

4200/USOUPC	
USB output V; mA	2 x 5V; 2100 mA (10W)*
Voltage	125V; 15A
Resettable Fuse	Yes
Outlets	4
Available socket types	Type B, E, F, G, I
Standard colour	Cobalt Blue (PMS 287 C)

PowerCube |Extended|

This version also has a 5ft cable and five power sockets. With the included docking system, this cube can be mounted anywhere: on your desktop, on the wall, beneath your tabletop, ...

4300/USEXPC	
Voltage	125V; 15A
Resettable Fuse	Yes
Outlets	5
Cord length	5ft or 10ft
Mounting dock	included with removable tape
CableFix	included
Available socket types	Type B, E, F, G, I
Standard colour	Boston Red (PMS 186 C)

PowerCube |Extended USB|

This is the most extensive version of the PowerCube. It has a standard 5ft 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.

4400/USEUPC	
USB output V; mA	2 x 5V; 2100 mA (10W)*
Voltage	125V; 15A
Resettable Fuse	Yes
Outlets	4
Cord length	5ft or 10ft
Mounting dock	included with removable tape
CableFix	included
Available socket types	Type B, E, F, G, I
Standard colour	Trolley Grey (Cool Gray 10)

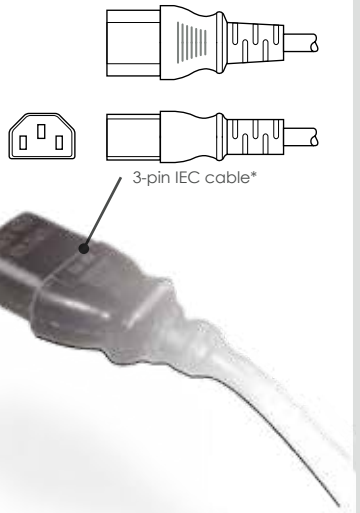
*able to charge all USB-charge enabled devices, including the iPhone and iPad

A new standard for travel adapters
We are all familiar with travel adapters. However these have several shortcomings:

- safety issues; many travel adapters are not or cannot be certified, as they do not comply with safety regulations.
- only contain 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 new 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 10A). Plug in an old computer cable and turn your PowerCube into an extension cord.



A new level of environmental friendlines
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! Therefore the PowerCube ReWirable is designed to re-use old power cables.

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 even 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, as otherwise we would not be saving the environment of course!

PowerCube |ReWirable|

This version of the PowerCube 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; 10A
Outlets	5
Fuse	Replaceable
Available socket types**	Type F, E, G
Available plugs	DE/FR, UK, USA, AU
Standard colour	Mystic Magenta

PowerCube |ReWirable USB|

This PowerCube has the same functionality as the PowerCube |Rewirable|, but besides 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 the option to charge them through USB.

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

*able to charge all USB-charge enabled devices, including the iPhone and iPad
** type B and type I are expected soon

Power |USB Cable|
When designing the Power USBcable we had in our minds to create a universal standard to charge all different kinds of devices. We selected the 3 mainstream connectors and integrated it into one single plug. We have seen many multi-plugs and the problem with those is that you always have the unused plug dangling around while charging. You can transfer data as well, for example used with an external hard drive.

technical specifications	
USB cable	Charging and data transfer
Cable length	2.5ft
Connectors	Lightning, Micro USB and Mini USB
Standard colour	Wyoming White

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

Therefore, we paid special attention to its design. The packaging is made of high quality polypropylene, a recyclable material known for its strength and qualitative appeal. The top part of the packaging is semi-transparent. This will prevent the packaging from being opened on the shelves, as customers may want to check the product and its colour before buying it.

What differentiates the PowerCube from other extension cords?

What differentiates the PowerCube is its versatility; it can be mounted anywhere with the unique docking system. The PowerCube's unique design ensures that plugs cannot block each other. Furthermore, the PowerCube is a modular and therefore stackable; it can be tailored to your needs. Essentially we created a completely new user experience for an existing product, making it user-friendly and more versatile. The PowerCube is a unique product, which is why we patented it.

Is the PowerCube safe to use with a high energy consuming device, like e.g. a microwave?

The PowerCube is as safe as any other power outlet. Even more so: the PowerCube's power cable is 3 x 2.08 mm2 thick, whereas countries like e.g. the Netherlands only require 3 x 1.0 mm2. This extra thickness increases the safety of the product. Besides the thicker cable, the PowerCube is also fully grounded, and all sockets are child-proof.

How much power can run through the PowerCube?

Power is not limited by your socket but by the power that is provided to your house, so your fusebox will provide the main protection against overload. Furthermore, we use phosphorus copper so the PowerCube does not overheat. The PowerCube has a fuse, so when there is a power-overload in the PowerCube, the fuse will trip and it will shut down. This prevents the appliances that are plugged in from short circuiting. Unlimited PowerCubes can be plugged into each other, provided the total power does not exceed 15A. The advised amount would be 2 into a PowerCube Extended, and zero to a PowerCube Original that is mounted in the wall. This is because the wall socket is not built to handle the strain provided by the added weight from a second PowerCube with accessories.

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

The USB ports are powered with 2.1A, which is quadruple the power of the industry standard of 0.5A. Although the industry is changing this to 1A, an Ipad for example needs 2A to be able to charge. Apple computers don't have USB ports capable of supplying this kind op Amperage and are therefore unable to to charge their own Ipads. So the USB ports in the PowerCube are able to charge almost all USB-powered devices and faster to boot.

What material is the PowerCube made of?

All the material on the outside of the PowerCube is PC (PolyCarbonate). This is a kind of plastic, only used in constructive engineering (mostly used in the automotive, aircraft industry and in CDs). PC It's an excellent electrical insulator and has heat-resistant and flame-retardant properties.Furthermore it's a little flexible so it won't break easily. A lot of other powerboards are made of polypropylene (PP) which has an inferior appearance and is less flexible.

The material used for the electrical connections on the inside of the PowerCube is Phosphorus copper. Phosphorus copper is a very special kind of copper, as it can conduct electricity very easily and fast. Because it conducts electricity so easily, it does not overheat. Most of the powerboards on the market don't use this kind of copper, which is why most of them are a lot bigger. They need space to dissipate the heat. This is one of the reasons we were able to make the PowerCube so small. If by chance the power cube overheats, the plastics inside the PowerCubes are self-extinguishing within 10 seconds.

Is the PowerCube patented?

Yes, we have 3 patents to protect our innovative product; (1) our model and design - our innovative design - the shape, (2) the utility and user experience - it should be a whole different user experience compared to the traditional powerstrip - (3) the invention - the technique - the core of the product.

Where can I find more information on the PowerCube?

You are welcome to visit our website at **www.allocacoc.us**. On this website, you can watch an instructional video as well as the latest news on the PowerCube and our other products.

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