



www.gmask.com.ph

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PRESS RELEASE

Gmask wraps 10,000 Announces expansion plans & business opportunity

Manila, Philippines – The rush to wrap and personalize their gadgets continues as Gmask Philippines recently surpassed the 10,000 mark in number of gadgets wrapped from when it was first introduced to Filipinos last May 2006 . In just eight months, more than 10,000 different types of gadgets ranging from cellphones, Ipods, PDAs, digicams, gaming devices, and laptops have been found themselves Gmasked.

This innovative concept of using a special protective film from Japan to wrap gadgets has given Pinoys the perfect avenue for them to express their creativity and individuality through their gadgets. Many have built on Gmask's slogan **"IF YOU LOVE YOUR GADGET – protect, personalize, revitalize"** They also get the added bonus of preserving their gadget's resale value.

There are now eight Gmask outlets in Metro Manila alone. This innovative product has also been featured in various TV shows including *ANC, Unang Hirit, Rated K, Kabuhayang Swak na Swak, US Girls*, and *Magandang Umaga Pilipinas*. Positive reviews have been written about Gmask in major newspapers and glossy magazines

Last October, when the company started accepting inquiries for local franchises, it received more than 1,000 inquiries. This month, the company announced that it will soon open its first franchised outlet in Cebu. Other key locations such as Davao, Baguio, Cavite, Pampanga, Clark, and Cagayan de Oro are still open for franchise. A franchisee can expect a FULL ROI (return on investment) in as short as 8 months.

Plans are likewise in the works for expansion in Metro Manila for its world's-first concept of ***Gmask Professional*** – a service concern that specializes in wrapping LAPTOPS. ***"We will be launching a series of exciting new designs soon, so watch out for it,"*** says marketing manager Eric Chao. Gmask has also started its **"design-your-own-Gmask"** service, allowing customers to wrap their gadgets using their own design to make them truly one-of-a-kind statement pieces.

Gmask Philippines also has planned co-branding campaigns with major consumer brands. In Singapore, Gmask has already co-branded with HP, OCBC Bank, Nikon, Apple, and Starhub. "This is a strategic move for Gmask to enhance consumer products by appealing to the creativity and individuality of their customers," says Chao. Plans are afoot for a reward system for loyal customers as well.

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Pictures of Different Gmasked gadgets:



Laptop



Ipod



PSP



Communicator

Gmask Outlets:

- 1) **Glorietta 2** – ground floor, near activity center (outside BENCH)
- 2) **Mall of Asia** – 2nd floor, main mall bldg. (above ACE HARDWARE)
- 3) **Robinsons Galleria** – Level 3, East Wing (above Fridays & Gold's Gym)
- 4) **Alabang Town Center** – ground floor, near activity center (outside VIA VENETTO)
- 5) **SM North Edsa** – 2nd floor, the BLOCK (Annex 3, between SM APPLIANCE & OUR HOME)
- 6) **Greenbelt 1** – 2nd floor, near Nokia Store & Sony Store
- 7) **Shangri-la Mall** – 5th floor, near Chocolate & Nike
- 8) **Robinsons Ermita** - 2nd floor, near Marks & Spencer

Please check www.gmask.com.ph for more information. You can also contact us through:

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Our LOGO:

