

PROFIGOLD

CHERISH THE EXPERIENCE High Performance Care

Care

profigold.com

PROFIGOLD CARE CLEANING PRODUCTS

Leiden, March 4, 2009 – Bandridge, the European connectivity specialist, is pleased to announce the launch of its new line of High Performance Care cleaning products which are added to its existing award-winning retail connectivity product lines.

The new Profigold Care products are designed in The Netherlands and cover all consumer cleaning needs for LCD & Plasma screens, CD DVD and Blu-Ray players and Turn Tables.

SCREEN CLEANERS

The superb contrast and color accuracy of available High Definition LCD and Plasma screens can only be guaranteed when the screens are “factory clean”. Dust and dirt will reduce the contrast level dramatically, even up to 40% and can finger prints and nicotine caused non removable screen surface damages.

The High Performance LCD & Plasma cleaner (**PROC171**) is made of non dripping Isopropyl alcohol free cleaning gel, which is safe to use for all type of screens. The large microfiber cloth removes effectively all dust and fingerprints without strikes. And allows the ant-static brush cleaning edges and places which can not be reached with the cloth.

The air duster as added to above content in the **PROC176** Equipment Cleaner even allows cleaning of “un-reachable” places like micro switches of a remote control, connections sockets etc..

LENS CLEANERS

Blu-Ray, DVD and CD players need regular cleaning of the laser lens to optimize the focus accuracy of disk reading and highest output performances.

The superior 12 brush lens cleaners softly remove dust and dirt from the lens without damage the optics of the player.



PRESS CONTACT:
Marco Pastoor
Bandridge Europe
Tel : + 31 71 89 00 200
m.pastoor@bandridge.com

PROFIGOLD

CHERISH THE EXPERIENCE High Performance Care

profigold.com

Care

RECORD CLEANERS

Records are traditionally more sensitive for dust and scratches than cd's. However with the specific audio characteristics of vinyl, a growing demand of consumers prefer the analogue records above digital CD or SACD's.

The Profigold High Performance Velvet Record Cleaner (**PROC383**) with it's micro-technology velvet cleaning surface keeps records in mint condition.



CHERISH THE EXPERIENCE

To achieve at home the same experience of a dynamic live concert or high quality big screen movie theatre, the new Profigold Care products are packed in the same style of high quality retail gift box packages as the interconnect range.

With the unique shape and form of the package, the orange glow, the clean product content presentation and understandable product usage will allow highest product recognition in any shop.

At home the product quality will be enjoyed and lead to a cherish of the experience.

AVAILABILITY

The Profigold Care range will be available in the retail outlets per April 2009 and easily recognizable on the Orange package. More information can be found on www.profigold.com



ABOUT BANDRIDGE

A leading provider of connectivity solutions, Bandridge is a European company that is 100% privately owned with its headquarters in Leiden, the Netherlands. Present in over 60 countries throughout the world, Bandridge is renowned for creating products which are appealing, desirable and market leading, designed exclusively within the company's own European Research & Development department. With strong retail expertise in the sectors of sound, vision and media, Bandridge sets the benchmark for consumer electronic connectivity. Through a unique multi-branding solution, an extensive range of connections and accessories are marketed under the company's brand names, Bandridge and Profigold.

For more information, please visit: www.bandridgeportal.com

PRESS CONTACT:

Marco Pastoor
Bandridge Europe
Tel : + 31 71 89 00 200
m.pastoor@bandridge.com