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CHEW ON THIS APPLE! GUMSTICK FUTURE PROOFS YOUR DESK

Breffo Gumstick™ future proofs your stand for Apple iPad, iPad Mini, Iphone 5C and 5S

PORTLAND, ORE – (October 23, 2013) Breffo a leading UK and US based product design and manufacturing company confirmed that its current [Gumstick™](#) Kickstarter project is compatible with Apples newly released iPad Air, Ipad Mini 2 and Iphone 5C and 5S products. The universal stand can be molded into a wide variety of shapes that allow any of the new Apple devices to be placed in either the portrait or landscape views and is even compatible with all the newly announced covers.

Patrick Mathews, [Breffo](#) Founder and CEO, commented “When Apple revolutionizes their devices it often means a wake of ‘out of date’ consumers left not only with old devices but an entire chain of outdated support products. Knowing that our [Gumstick™](#) product will withstand the test of this Apple release as well as future releases, provides additional value and longevity to our customers. With this product, consumers can buy with confidence knowing that whatever Apple changes the world with it will still be compatible with our Gumstick™ stand.”



With the constant evolution of personal electronics, stands and cases are often the first accessories to become obsolete," stated Sara McMahon, General Merchandise Manager North America. "Knowing that this product can withstand the future updates of our customers devices is a definite selling point for the Gumstick™".

The [Gumstick™](#) is currently available for purchase on [Kickstarter](#).

About Breffo

Established in the United Kingdom in 2009, [Breffo](#) launched it's first product the Spiderpodium to huge acclaim. After identifying the market need for a cross functional and universal holder for the growing smartphone and hand-held gadget industry they went to work designing an accessory to accommodate multiple devices and thus, the [Spiderpodium](#) was born. Following it's success, the 'big brother' [Spiderpodium Tablet](#) version quickly followed. Breffo continued it's rapid growth globally and opened in the US as Breffo LLC in early 2010. All Breffo products are manufactured exclusively in the United Kingdom and shipped Worldwide. The Breffo range of products are now actively selling in 55 countries globally with it's UK based creative team at the heart of all new product development. Android, Samsung and HTC Smartphones.



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