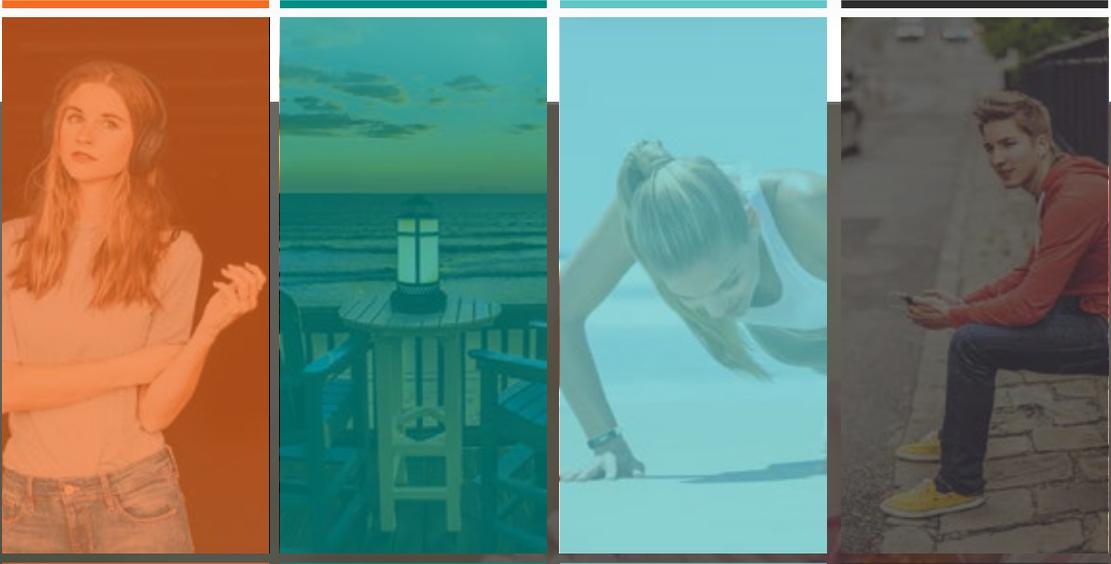




# 2018 Spring Buying Guide



Connected To Results

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## Headphones & Earbuds



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## Bluetooth Speakers



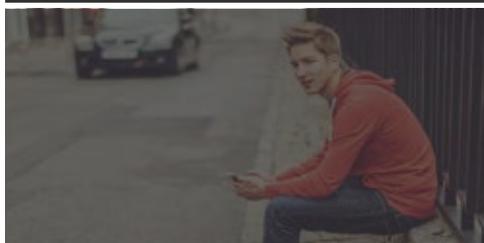
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## Connected Technology

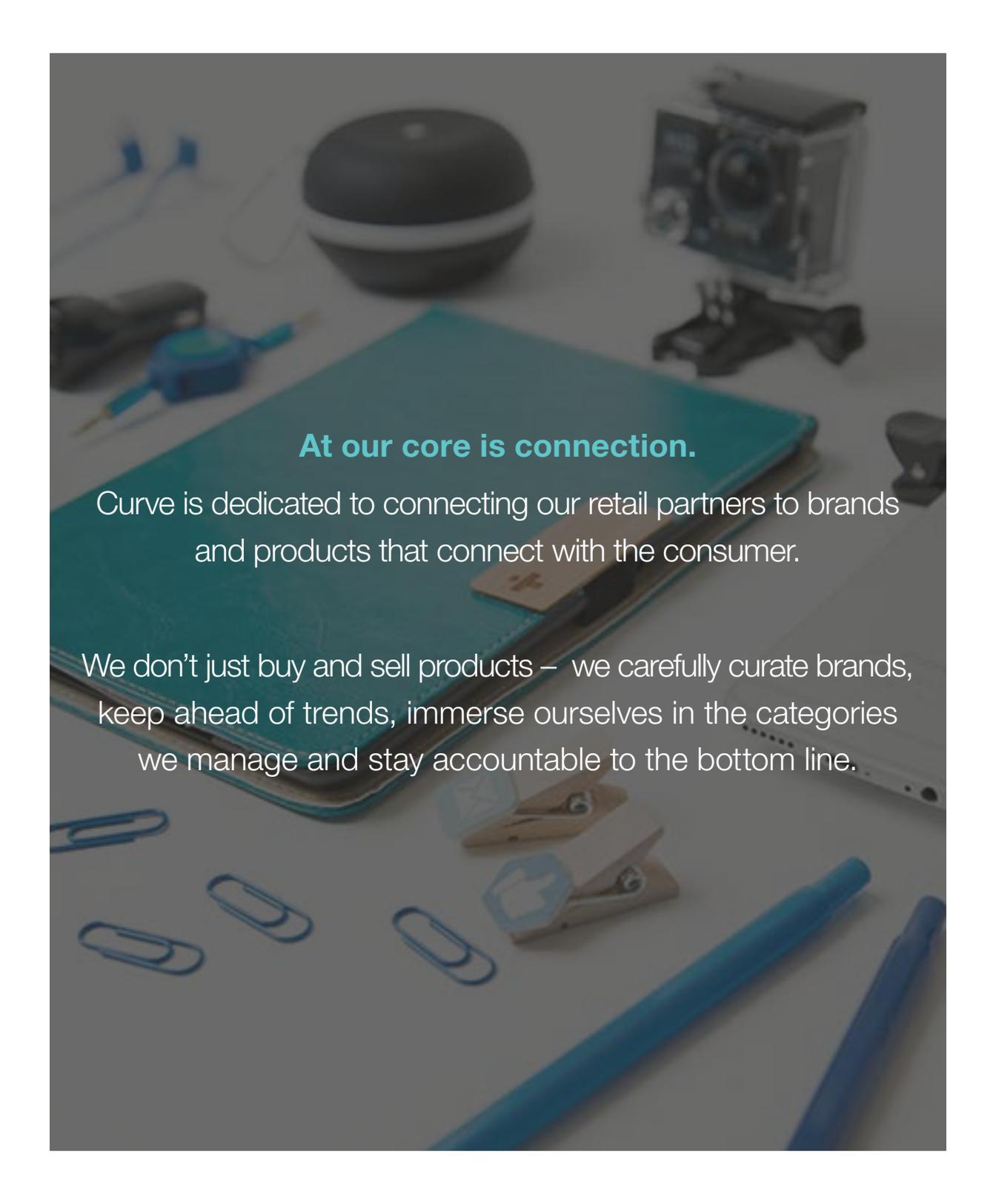


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**At our core is connection.**

Curve is dedicated to connecting our retail partners to brands and products that connect with the consumer.

We don't just buy and sell products – we carefully curate brands, keep ahead of trends, immerse ourselves in the categories we manage and stay accountable to the bottom line.

**We understand and consider not just our retail partner's journey, but the final consumer's. This lets us keep our fingers on the pulse of what's happening in both worlds, ultimately enabling us – and you – to deliver exactly what today's consumers want.**

**OUR MISSION** To help our customers bring product to market with timeliness, efficiency, reason and results.

**OUR VISION** To deliver superior value to brands and consumers by connecting them over shared interests, desires and goals.



## **Curve curates, markets and manages high performing brands that resonate with the Canadian consumer.**

We are redefining the expectations of a distribution company. From our sales people, to our staff, Curve is a brand built on knowledge and progress, the knowledge of the intricacies of our business, our customer's business, and the Canadian marketplace.

We are leaders in technology, lifestyle, and convenience product across a wide range of retail landscapes, from mass market to local convenience.

We are a dedicated partner, and will always put our customer first in every interaction and engagement.

We carefully manage inventory and provide exceptional customer service.

We analyze market data to identify trends and help our partners make the right assortment decisions.



### **One Stop Category Management**

- Manage complete electronics accessory & general merchandise planograms
- Design and maintain a mix that maximizes ROI
- Ongoing stock rotation and planogram optimization
- Carefully catered to retailers layout and space
- All products certified and licensed for the Canadian market

# National Brands

We search out up and coming brands that we know will resonate with the Canadian consumer. We forge exclusive partnerships with brand owners that help us maintain pricing and brand integrity. We work with brand owners to develop packaging, products and pricing strategies that deliver success at retail.



**Wicked Audio** | Lifestyle audio company providing quality headphones and earbuds for people who know how to rock.

PG 12



**ieessentials** | Go-to brand for affordable, dependable and absolutely indispensable tech accessories that keep people connected.

PG 32



**Tough Tested** | Rugged tech accessories built to meet the demands of extensive use by outdoor professionals.

PG 37



**Travelocity** | You know the gnome – now get to know the brand. Travelocity's expanded brand to offer a line of travel-inspired tech accessories.

PG 43



**Yoo** | Yoo is a leading brand of affordable, addictive and rewarding fitness trackers, all tied into a gamified app.

PG 48



**Prime Brands Group** | An elite manufacturer of licensed and private label products. Specializing in impulse and novelty in tech, toys, stationery, and craft categories.

PG 52



**Matricom** | Consume your content your way with the GBOX media streaming device. Make any TV a Smart TV.

PG 54

# What's hot for 2018?



**WICKED AUDIO** | ARQ True Wireless Earbuds  
It's time to ditch the cords and enjoy music without any tethers.  
MSRP: \$99.99

PG 22



**ESSENTIALS** | Qi Wireless Charger  
Get rid of cumbersome cables and being chained to an outlet with wireless charging MSRP: \$39.99

PG 33



**ESSENTIALS** | Outdoor Lantern Speakers  
Designer Bluetooth Speakers are rechargeable with LED Lights.  
MSRP: \$79.99

PG 35



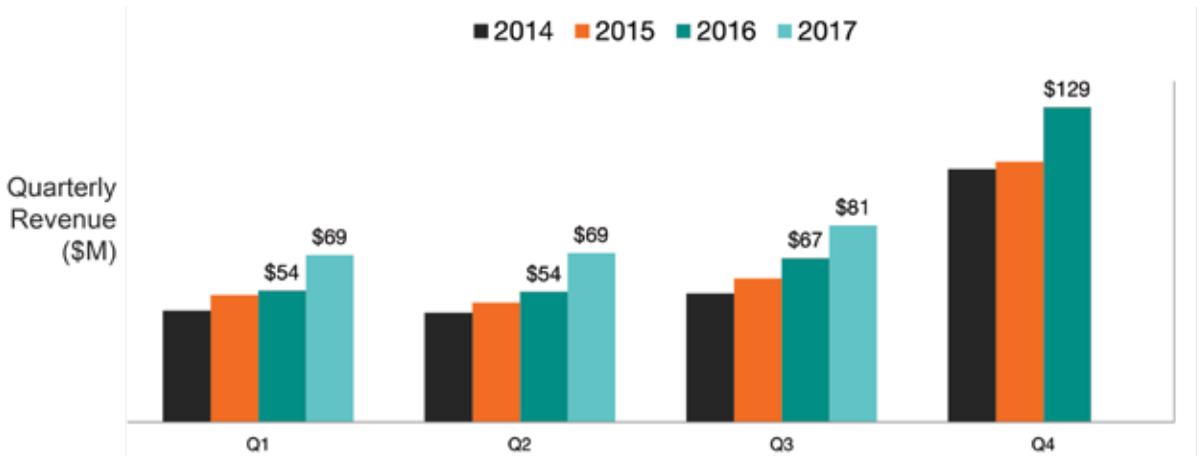
**MATRICOM** | GBOX Q3  
Make any TV a Smart TV: Stream 3D and 4K Content. MSRP: \$139.99

PG 55

# Market Update - Headphones

The third quarter of 2017 marked the 15th straight quarter of growth for stereo headphones. While we are seeing continuous growth in one of the stronger categories in consumer electronics, the drivers of this growth continually shift as a result of changing technology and consumer wants and needs.

## Headphone Market Quarterly Trend



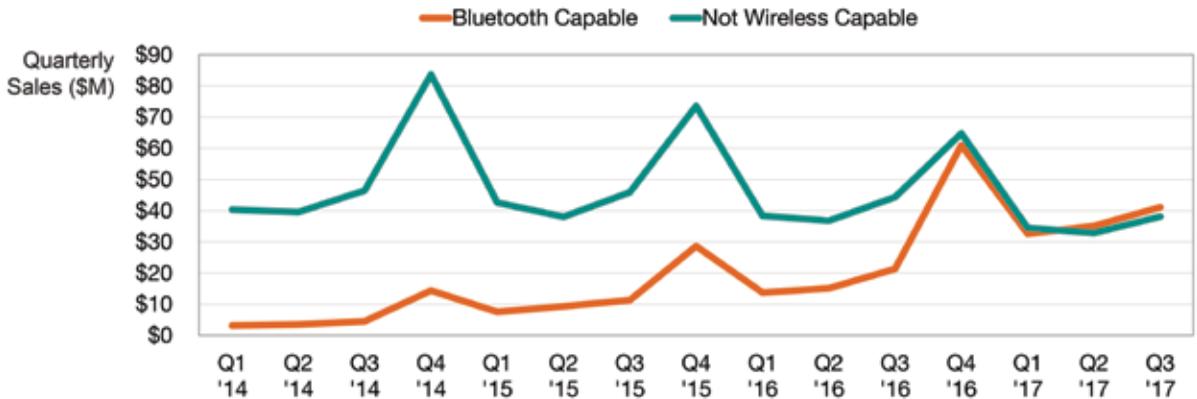
Source: The NPD Group, Inc. POS Retail Tracking Service



# Market Update - Headphones

Q3'17 was up 20% over the same period last year. Bluetooth enabled products continue to drive growth as consumers cut the cord and move towards wireless. The handset manufacturers are influencing some of this shift as several of the latest devices to hit the market no longer come with the 3.5mm headphone jack. Q2'17 also marked the first period in which Bluetooth dollar sales surpassed wired sales, and that trend continued through Q3'17.

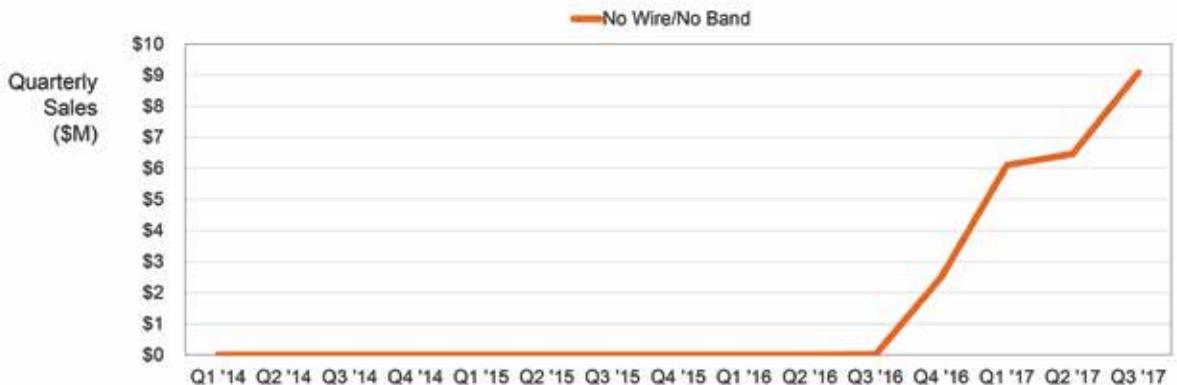
## Headphone Wireless/Wired Trend



Source: The NPD Group, Inc. POS Retail Tracking Service

The biggest disruptor in the headphone space right now is the increase in the “True Wireless” category being almost entirely driven by the Apple AirPods.

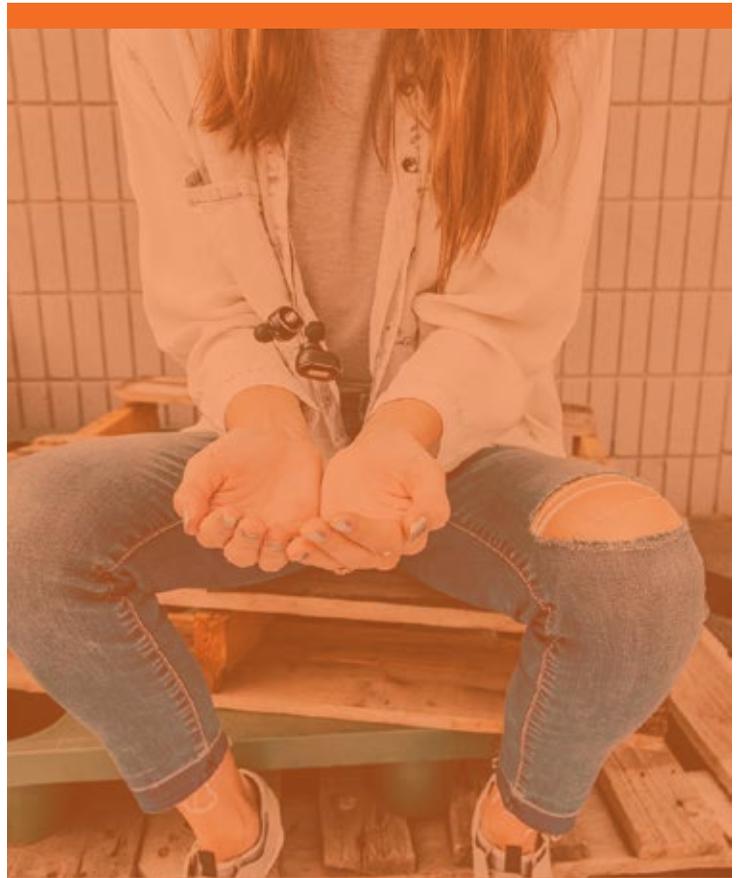
## True Wireless



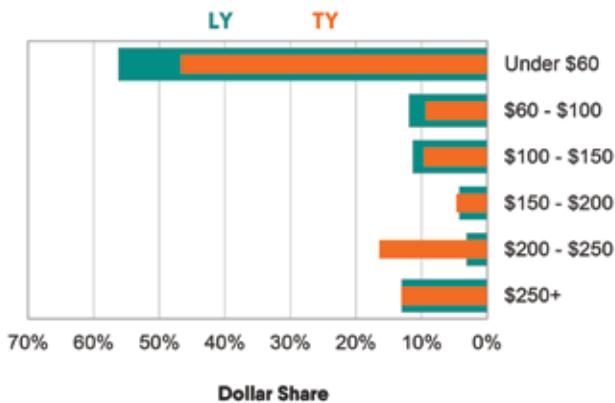
Source: The NPD Group, Inc. POS Retail Tracking Service

“True Wireless” is defined by not having any cords at all – each bud houses its own battery and components and they are wirelessly connected to each other. Currently accounting for 96% of the True Wireless segment, Apple tripled their brand share and caused most other top brands to lose share.

With increased demand for Bluetooth and True Wireless products, selling prices are rising as consumers are willing to pay more for the freedom wireless provides. Although still the most important market, under \$60 lost 9 points of market share. Under \$60 still accounts for 47% of all headphone dollar sales, so it is still a vital segment of the market and should not be abandoned, but growth in the category is being driven by other areas.



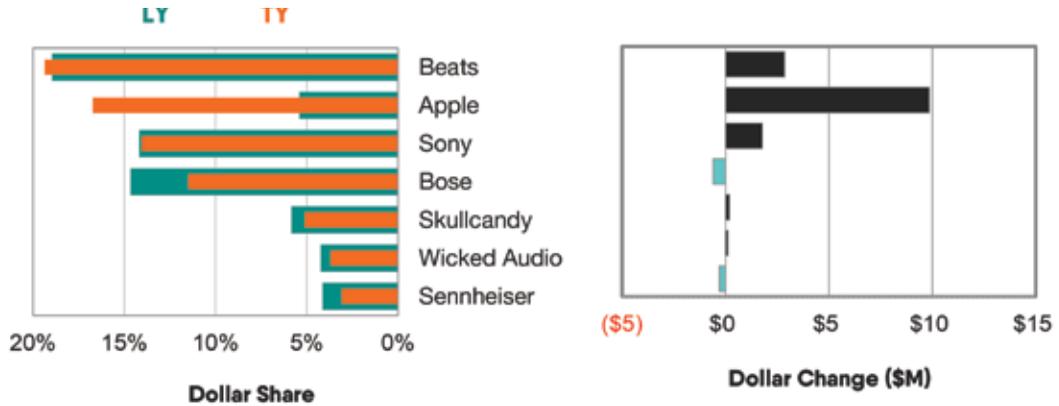
### Price Band Dollar Share, Q3'17



Source: The NPD Group, Inc. POS Retail Tracking Service

# Market Update - Headphones

## Top 7 Headphone Brands, Q3'17

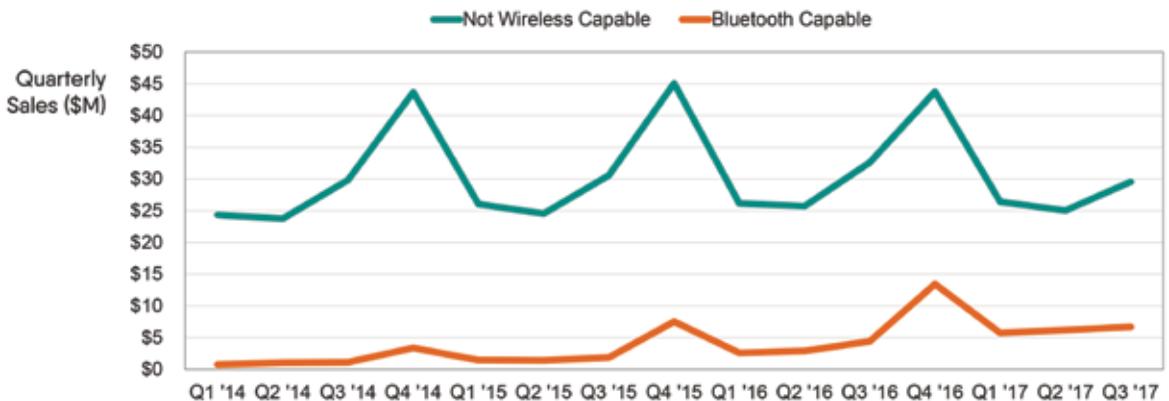


Source: The NPD Group, Inc. POS Retail Tracking Service

While Bluetooth is a very large part of the total market, in the under \$100 segment it only represented 18% of the revenue in Q3'17. However it is the fastest growing segment up 52% over the same period last year. This is a huge area of opportunity for retailers to step up their consumer from opening price point wired buds, into a value-focused wireless offering.

## Headphone Wireless/Wired Trend

UNDER: \$100

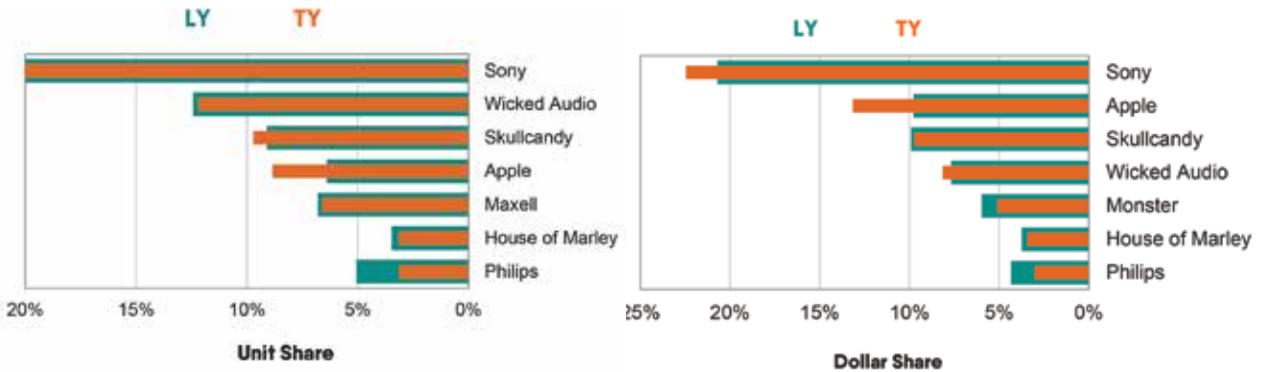


Source: The NPD Group, Inc. POS Retail Tracking Service

**Wicked Audio** was one of the few under \$100 brands to show any growth in this period, and was up 4% in total dollars year over year.

The growth for Wicked Audio is being primarily driven by huge increases in Bluetooth In Ear (+248%) and Bluetooth On Ear (+538%). Overall Wicked Audio is just shy of \$11 million in gross annual sales and 700,000 units in Canada.

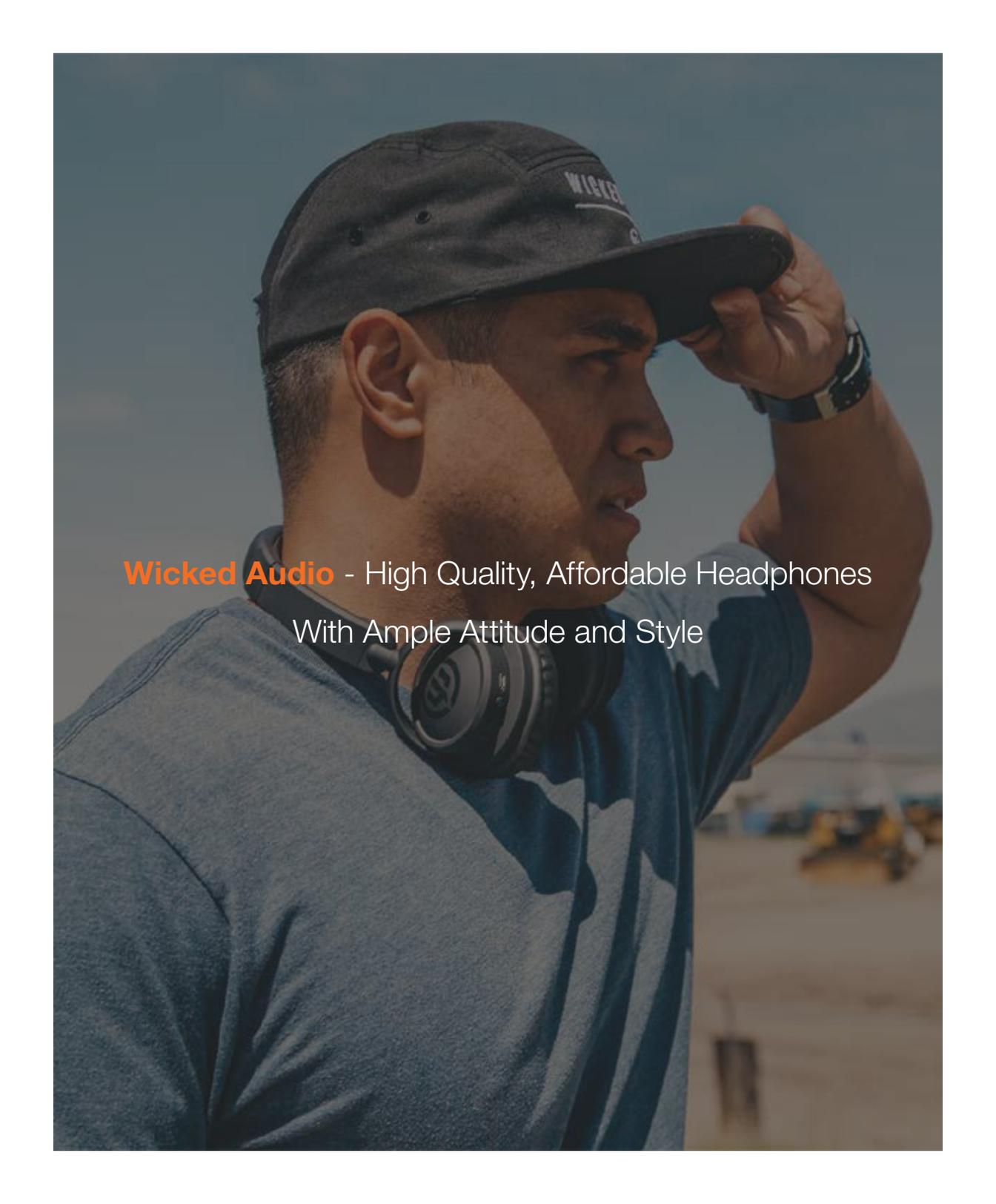
### Top 7 Headphone Brands Under \$100, Q3'17



Source: The NPD Group, Inc. POS Retail Tracking Service

Wicked Audio's product strategy remains committed to offering value-focused, high quality products at opening price points while expanding the assortment to include a range of under \$100 Bluetooth options in earbud, on ear, sport and True Wireless configurations.



A man in profile, wearing a black cap with 'WICKED' on it and large headphones around his neck. He is looking to the right, with his hand on the brim of his cap. The background is a bright, outdoor setting, possibly an airfield.

**Wicked Audio** - High Quality, Affordable Headphones  
With Ample Attitude and Style

# Wicked Audio

## Expect More from Your Headphones

A premier headphone brand catering to youth and those with active lifestyles. Wicked Audio is all about value, without compromising on sound or style. With Wicked you can get the look and performance you want, at a price your customers can afford.

Wicked Audio is nationally distributed and consistently ranks in the top 10 brands in Canada.

While continuing to offer a wide assortment of high velocity products in opening-to-mid price points, Wicked Audio is building on that success by launching a complete assortment of Bluetooth products, all under \$100. Always a market leader in offering quality and value, Wicked continues that story in 2018 with the launch of True Wireless earbuds at an unbeatable \$99 Canadian retail price.



# Bluetooth Earbuds

## Omen

Why should you buy Omen? The opening price point in a national brand Bluetooth earbud. The trends don't lie. Bet big on these. Having an aggressive assortment of colors will be key in getting your customer to cut the cord and step up to Bluetooth.

- 10mm Neodymium Driver
- 100dB Sensitivity
- 20-20,000 Hz Frequency
- 16 Ohms Impedance
- High Fidelity Sound
- Mic & Track Control
- 3 Cushion Sizes
- Flat Cord
- Clothing Clip

BATTERY LIFE 3.5 hours  
CHARGING TIME 2 hours  
BLUETOOTH Version 4.1  
RANGE 32 Feet



MSRP: \$39.99



WIBT1750



WIBT1756



WIBT1755



WIBT1753



WIBT1751

These Bluetooth earbuds are so good they can beat a royal flush!

# OMEN

# Bluetooth Earbuds

## Bandido

Why should you buy Bandido? The first up-sell from the opening price point – a richer feature set includes longer battery life, metal housing, secure fit fin options and neck lock cord management system. Bandido provides unbeatable value at this price point.

- 10mm Neodymium Driver
- 101dB Sensitivity
- 20-20,000 Hz Frequency
- 16 Ohms Impedance
- Metal & Angled Housing
- Mic & Track Control
- Neck Lock
- One Flex Loop Set  
Two Secure Fin Sizes
- Loop + fins lock into your ears for secure fit
- 3 Cushion Sizes

BATTERY LIFE 5 hours

CHARGING TIME 1.5 hours

BLUETOOTH Version 4.1

RANGE 32 Feet



**MSRP:**  
**\$49.99**

LOWER MSRP



WIBT2650



WIBT2651



WIBT2652



WIBT2653



WIBT2654



Even when you're popping a wheelie on a motorized unicycle on fire, the Bandido just holds on tight!

## BANDIDO

# Workout Wireless

## SHRED2

Why should you buy Shred2? Wireless audio products are perfect for the fitness enthusiast. Someone who uses and abuses their buds everyday sweating it out at the gym will appreciate comfort of an angled housing, IPX4 rated sweat-proofing and secure fit system.

- 10 mm drivers
- Triple battery protection
- Angled housing
- Mic and track control
- Secure sport grip (hook and fin)
- IPX4 Sweat proof

BATTERY LIFE 5 hours  
CHARGING TIME 1.5 hours  
BLUETOOTH Version 4.2  
RANGE 32 Feet

NEW FOR 2018



MSRP:  
\$59.99

WIBT3670

# SHRED 2

# Bluetooth Earbuds

## Raider

Why should you buy Raider? The carved walnut housing gives a look and sound that is unparalleled at this price point. This is for the customer who wants a premium earbud but doesn't want to pay for the other brand's endorsement deals.

- 10mm Neodymium Driver
- 103dB Sensitivity
- 20-20,000 Hz Frequency
- 16 Ohms Impedance
- Carved Walnut Housing
- High Fidelity Sound
- Wide Range Sound
- Enhanced Bass
- Triple Battery Protection
- Extra-long 8 Hour Battery Life
- Mic & Track Control
- Neck Lock
- 3 Cushion Sizes



BATTERY LIFE 8 hours  
CHARGING TIME 1.5 hours  
BLUETOOTH Version 4.1  
RANGE 32 Feet

MSRP:  
\$79.99

WIBT2850

# Raider

The Raider gets its street cred from being carved from dense walnut wood. Wood speaker chambers deliver hi-res sound, producing extremely crisp highs and rumbling lows that'll make your whole body tremble.

# Bluetooth Earbuds

## WCKD1

Why should you buy WCKD1? Exceptional sound quality and the freedom to choose wired or wireless. No matter how much battery life we can pack into an earbud, you're still going to forget to charge it. The WCKD1 can switch to wired and continue delivering top end sound from the dual 6mm drivers.

- Dual 6mm Drivers
- 103dB Sensitivity
- 20-20,000 Hz Frequency
- 16 Ohms Impedance
- Noise Isolation
- High Fidelity Sound
- Enhanced Bass
- Angled Housing
- Wide Range
- Rubberized Coating
- Mic & Track Control
- Auxiliary Cord for Wired Use
- Detachable Buds
- Neck Lock
- 6 Cushion Sizes
- Gold Plug Material



BATTERY LIFE 8 hours  
CHARGING TIME 2 hours  
BLUETOOTH Version 4.1  
RANGE 32 Feet

MSRP:  
\$99.99

WIBT2850

# WCKD

The WCKD1 is a detachable, dual driver sound system that can switch between Bluetooth mode (that requires a battery) and normal mode (that is battery free).

# Bluetooth On Ear

## Endo

Why should you buy Endo? The opening price point on ear product is a crucial part of the assortment. The Endo has a comfortable fit and packs a ton of value. It will be a winner within your headphone category.

- 40mm Neodymium Driver
- 103dB Sensitivity
- 20-20,000 Hz Frequency
- 32 Ohms Impedance
- Flat Folding
- Collapsible
- Rubberized Finish
- Mic & Track Control
- Auxiliary Cord for Wired Use

BATTERY LIFE 8+ hours  
CHARGING TIME 1 hour  
BLUETOOTH Version 4.1  
RANGE 32 Feet



MSRP:  
\$49.99



WIBT150



WIBT151

As you stray into the dark unknown, have no fear. Blast your music through the Bluetooth Endo headphones. Feel the adrenaline release into your veins. Now you're ready for underworld domination.



# Bluetooth Over Ear

## ENIX

Why should you buy ENIX? This premium over ear Bluetooth headphone is a step-up in sound and comfort without breaking the bank. Larger, better quality drivers deliver the sound you need, bigger ear cups with more cushioning will let you comfortably rock out for all of the 10 hour battery life.

- 40mm Neodymium Driver
- 103dB Sensitivity
- 20-20,000 Hz Frequency
- 32 Ohms Impedance
- Flat Folding
- Collapsible
- Mic & Track Control
- Triple Battery Protection
- Travel bag included
- Gold Plug Material
- Auxiliary Cord for Wired Use

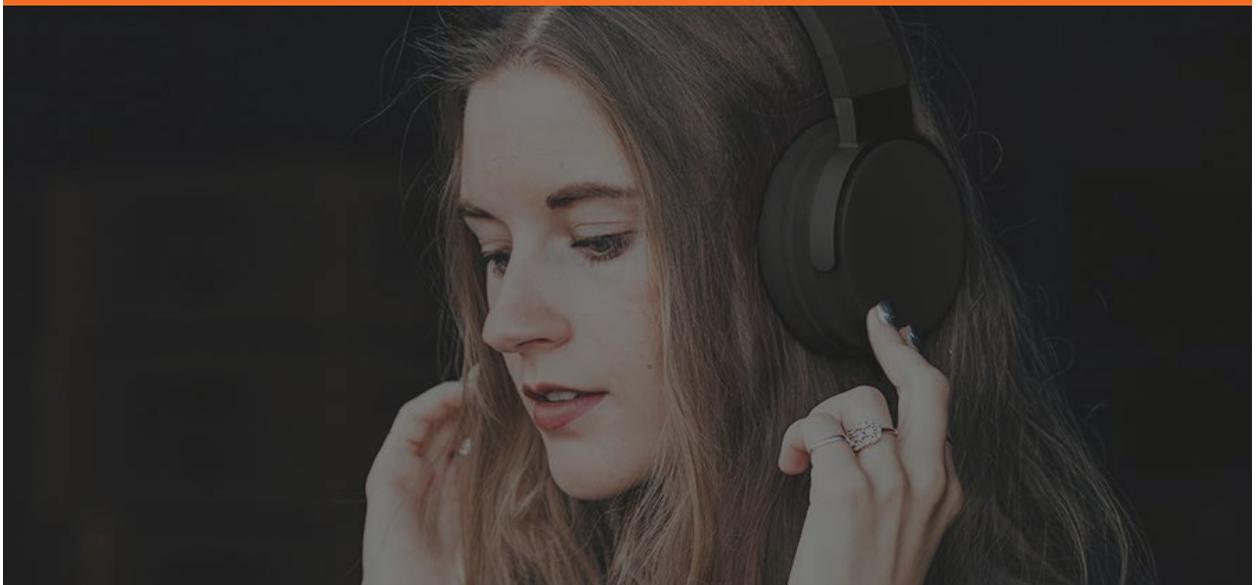
BATTERY LIFE 10 hours  
CHARGING TIME 1.5 hours  
BLUETOOTH Version 4.0  
RANGE 32 Feet

NEW FOR 2018



MSRP:  
\$79.99

WIBT170



# Bluetooth Speakers

## Outcry

This jack of all trades roadie has a bark louder than it's bite. Check out the vicious sound on one of these bad boys!

- 40mm driver
- Bluetooth and aux in cord capabilities
- Bluetooth range | 32 feet/10 meters
- Lithium ion battery life | 3 hours
- Charge time | 1.5 hours
- USB charging cable + aux cord
- Mic, answer/hang up
- Track/volume control



MSRP: \$34.99



WIBTS10

## Outcry Extreme

This speaker growls, roars, and barks. A monstrous sound from dual driver speakers. Your tunes will be well taken care of with this beast.

- Dual 45mm drivers
- Bluetooth or aux in cord
- Bluetooth range 32 feet/10 meters
- Lithium ion battery life | 8 hours
- Charge time | 4.5 Hours
- USB charging cable
- Mic, answer/hang up
- Track/volume control



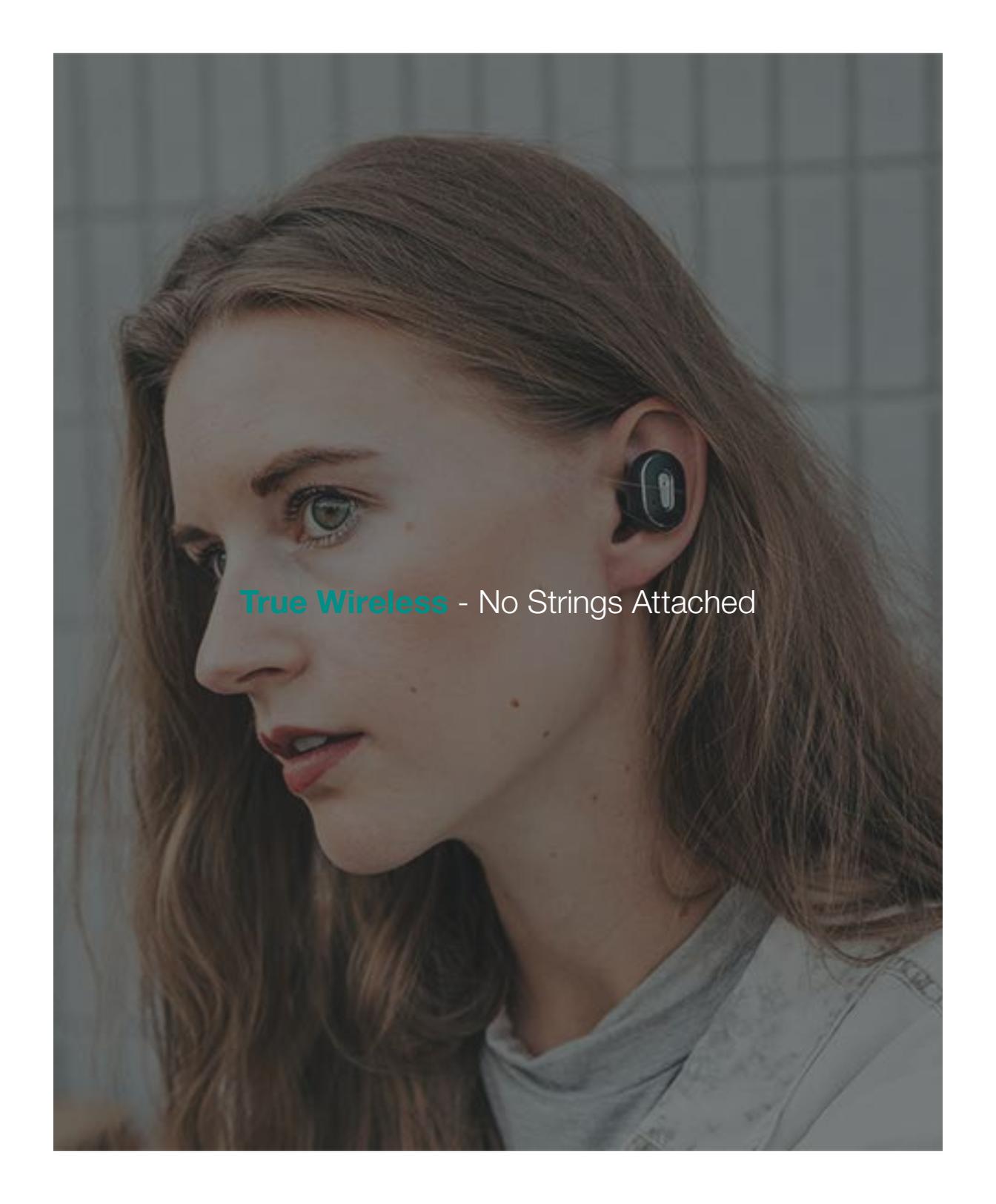
Extreme

MSRP: \$69.99



WIBTS30



A close-up, profile view of a woman with long, wavy brown hair and green eyes. She is wearing a black, oval-shaped true wireless earbud in her right ear. The background is a light-colored, grid-patterned wall. The image has a soft, slightly desaturated aesthetic.

**True Wireless** - No Strings Attached

# True Wireless

## ARQ

Why should you buy ARQ? It's time to ditch the cords. True Wireless is driving the growth in the headphone category right now. The first True Wireless product by Wicked Audio, it's got specs to compete with the best of the best, but without the big price tag.

- 10mm Neodymium Driver
- 103dB Sensitivity
- 20-20,000 Hz Frequency
- 16 Ohms Impedance
- Mic, answer/hang up and pause/play
- Triple Battery Protection
- High Fidelity
- Enhanced Bass
- Rechargeable Battery
- 2600 mAh Power Bank

NEW FOR 2018

BATTERY LIFE 3 hours (Earbuds)  
+ 60 HOURS WITH CHARGING CASE  
CHARGING TIME .5 hours (Earbuds)  
5 hours for Power Bank  
BLUETOOTH Version 4.2  
RANGE 32 Feet



MSRP:  
\$99.99



WITW3750



# Drive Series in Ear



**MSRP: \$19.99**

## Drive 600cc with mic

The 600cc series gives you all world sound without all world cost. Answer, hang up. Pause, play. Track forward or back all from the mic & track control on the cord. Pick up a pair.

- 10mm Neodymium Driver
- 101dB Sensitivity
- 20-20,000 Hz Frequency
- 3 Cushion Sizes
- 45° Smart Plug
- Noise Isolation



**MSRP: \$24.99**

## Drive 750cc with mic

The perfect blend of sound, style and value. The premium driver delivers a high fidelity sound, while the flat cord keeps itself neat.

- 10mm Neodymium Driver
- 102dB Sensitivity
- 20-20,000 Hz Frequency
- 16 Ohms Impedance
- 3 Cushion Sizes
- 45° Smart Plug
- Noise Isolation
- Flat Cord



**MSRP: \$29.99**

## Drive 900cc with mic

The angled housing helps the 900's stay secured during movement. Enhanced bass driver delivers exceptional sound, two-tone color combos deliver a noteworthy style.

- 10mm Neodymium Driver
- 102dB Sensitivity
- 20-20,000 Hz Frequency
- Enhanced Bass
- 3 Cushion Sizes
- 45° Smart Plug
- Noise Isolation
- Angled Housing
- Flat Cord



**MSRP: \$34.99**

## Drive 1000cc with mic

Don't just listen to it, show off your music. The metal housing adds a high-end style while the quality enhanced bass driver and noise isolation delivers the sound you're looking for.

- 103dB Sensitivity
- 10mm Neodymium Driver
- Enhanced Bass
- Wide Range
- High Fidelity
- 3 Cushion Sizes
- 45° Smart Plug
- Noise Isolation
- Metal Housing
- Angled Housing
- Flat Cord



# Drive Series Progression

Let's see how these buds perform:



KEY FEATURES	600cc	750cc	900cc	1000cc
••• 3 Cushion Sizes				
))) Noise Isolating				
👉 45° Smart Jack				
🎤 Mic and Track				
★ Gold Plug				
📏 Flat Cord				
📶 High Fidelity				
🔊 Enhanced Bass				
(( )) Wide Range				
★ Angled Housing				
🎵 Metal Housing				
STYLE DETAILS				
Colored Cord				
Colored Plug				
Colored Y-stopper				
Colored Mic				
Two Tone Mic				
2 Tone Housing				

# Street Series in Ear



MSRP: \$9.99  
\$14.99 (with mic)

## Brawl

Hear the screamin' assault in your ears. These buds don't just start the fight, they end it.

- 10mm Neodymium Driver
- 101dB Sensitivity
- 20-20,000 Hz Frequency
- 3 Cushion Sizes
- 45° Smart Plug
- Noise Isolation

without mic



W11300



W11301



W11302



W11303

with mic

W11350

W11351

W11352

W11353



W11304



W11305



W11306



W11307

without mic

with mic

W11354

W11355

W11356

W11357



MSRP: \$19.99

## Havok with mic

The Havok is as rowdy as a tornado of screamin' eagles and louder than a mosh pit on fire. Its all killer no filler.

- 10mm Neodymium Driver
- 102dB Sensitivity
- 20-20,000 Hz Frequency
- 16 Ohms Impedance
- 3 Cushion Sizes
- 45° Smart Plug
- Noise Isolation
- Flat Cord



W11450



W11451



W11452



W11453



W11454



W11455



W11456



W11457



MSRP: \$24.99

## Jekyll with mic

Let your wild side out and let loose. It's what we call the Jekyll Effect. Plug in a pair of Jekyll earbuds and let the music rock you!

- 10mm Neodymium Driver
- 102dB Sensitivity
- 20-20,000 Hz Frequency
- Enhanced Bass
- 3 Cushion Sizes
- 45° Smart Plug
- Noise Isolation
- Angled Housing
- Flat Cord



W11550



W11551



W11552



W11553



W11554



W11555



MSRP: \$29.99

## Panic with mic

The first time you hear this earbud you're gonna panic! Don't be afraid, you've just never heard your tunes this good before.

- 103dB Sensitivity
- 10mm Neodymium Driver
- Enhanced Bass
- Wide Range
- 3 Cushion Sizes
- 45° Smart Plug
- High Fidelity
- Noise Isolation
- Metal Housing
- Flat Cord



W11650



W11651



W11652



W11653



W11654

# Street Series Progression

Which earbuds are right for you?



KEY FEATURES		Brawl	Havok	Jekyll	Panic
●●●	3 Cushion Sizes				
)))	Noise Isolating				
	45° Smart Jack				
	Mic and Track	★			
★	Gold Plug				
	Flat Cord				
	High Fidelity				
	Enhanced Bass				
(( ))	Wide Range				
★	Angled Housing				
	Metal Housing				
STYLE DETAILS					
	Colored Cord				
	Colored Plug				
	Colored Y-stopper				
	Colored Mic				
	Two Tone Mic				
	2 Tone Housing				

# On Ear

## Kove

According to surf lore the first pair of Kove Headphones were found washed up Deadman's Cove with the marks of the Sea Devil himself. The scream'n sound and villainous feel made these legend!



- Wide range
- Enhanced bass
- High fidelity
- Light weight
- Mic & track control

MSRP: \$19.99  
MSRP: \$27.99 (with mic)



without mic

WI200



WI201

with mic

WI250

WI251

# Over Ear

## Sentinel with mic

Arriving from the future, Sentinel was sent to rescue people from all inferior sound.



- Gold-plated plug, lightweight
- Wide range
- Enhanced bass
- Light weight
- Mic & track control

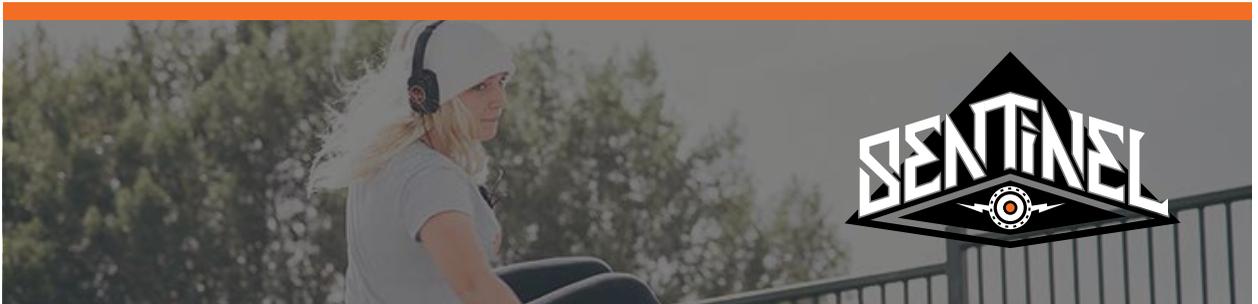
MSRP: \$39.99



WI7053



WI7055



# Active

## Fang with mic

Fang holds on tight. Pop 'em in and get to rockin' and sweatin'. Strong bass but small size, they're your perfect workout bud.

# FANG



- Wide range
- Enhanced bass
- High fidelity
- Anchor fit
- Sweat resistant
- Mic & track control

MSRP: \$24.99



WI3350



WI3351

# Kid-Safe Decibel Limiting

## Rad Rascal

An awesome headphone safe for kids. There is a place of magical enchantment where only kids may enter. It's where the heart of music and the source of all creativity dwell. A place where kids are in charge and rock out all day with a set of amazing Rad Rascal Headphones. Kids ROCK!!!



- Lightweight, on ear headphone
- Custom sized for kid's heads
- Kid-friendly colors: sky blue & slime & bubble gum
- Sticker sheet included

MSRP: \$19.99



WI311



WI312

# Rad Rascal

# Display Options

## Anytime Counter

### TABLETOP DISPLAY

Mix it up. Cocktail puts 24 ear buds on display; your counter went from not having them to having a lot of them in the best-selling colors. Now available for Bluetooth Earbuds.



KIT187 Brawl Counter Display

KIT122 Havok Counter Display



KIT188 Drive Series Floor Stand

KIT200 Street Series Floor Stand

# Merchandising

## Wicked Audio 2' x 4' planogram



\$9.99 Brawl

---

\$19.99 Havok Mic

---

\$39.99 Outcry  
\$34.99 Outcry

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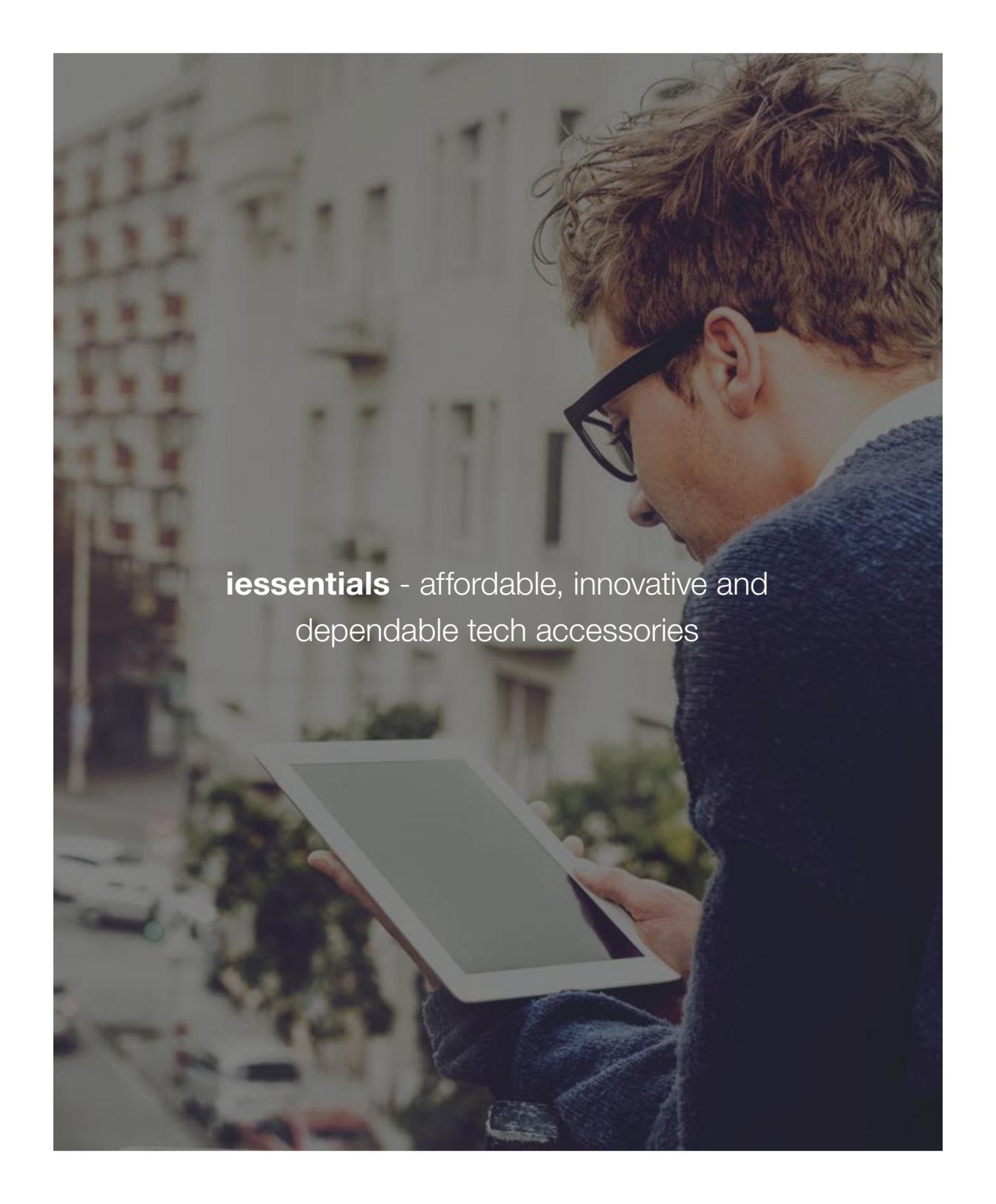
\$49.99 Bandido  
\$59.99 SHRED2

---

\$19.99 Kove  
\$69.99 Outcry Extreme  
\$99.99 ARQ

---

\$19.99 Rad Rascal  
\$49.99 Endo  
\$99.99 ENIX

A man with short, wavy brown hair and black-rimmed glasses is shown in profile, looking down at a white tablet computer he is holding with both hands. He is wearing a dark blue sweater. The background is a blurred outdoor scene of a city street with buildings and a car. The entire image has a semi-transparent dark overlay.

**essentials** - affordable, innovative and  
dependable tech accessories

# iessentials

## What is Qi?

“Qi” (pronounced chee) or chi’i – originally from Chinese culture – represents vital force or energy flow. It has been applied in technology and is defined by a wire-free power transfer; Qi uses conductive charging over distances up to 4 cm or 1.6”. Developed by the Wireless Power Consortium Qi charging occurs between a pad and compatible device.

The iessentials Qi Charger is compatible with the latest Android and Apple tablets and smartphones, getting rid of cumbersome cables and being chained to an outlet with wireless charging.

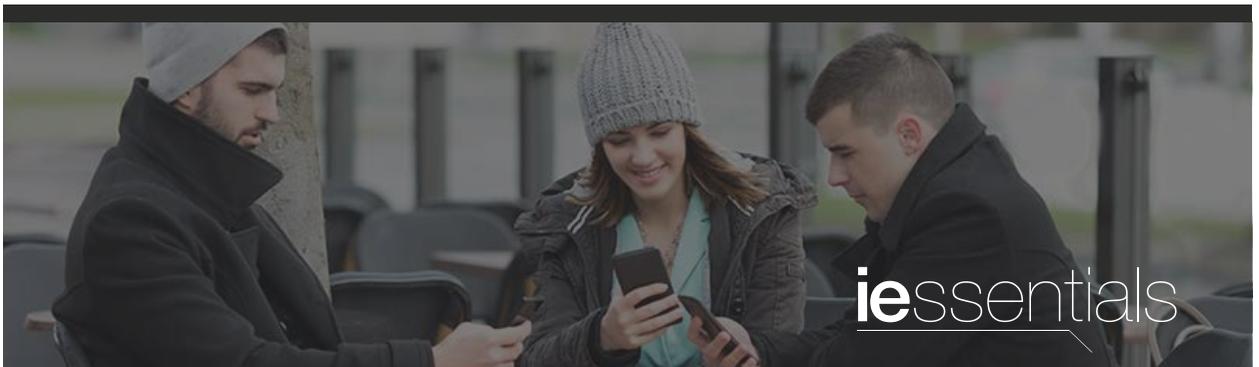
For best performance your device should be placed in the center of the stand, for charging, while the anti-slip surface keeps your device on the pad.

## Wireless Charging Base



IEWCB1  
Qi Charger

- Wirelessly charge your Qi enabled device
- Compatible with select Apple, Samsung, Motorola, Lumia & LG devices
- LED charging indicator light
- Slim, round, clear design fits with any decor
- Anti-slip surface keeps the device on the pad



iessentials

# Mobile Power

## Wall Chargers



**IECACUSBBK**  
1 Amp Dual  
MSRP: **\$9.99**



**IECAC2UBK**  
2.1 Amp Dual  
MSRP: **\$17.99**



**IECAC3UBK**  
3.4 Amp Dual  
MSRP: **\$24.99**



**IECIP5ACWT**  
Lightning Wall Charger  
MSRP: **\$24.99**



**IECMICROACP**  
Micro Wall Charger  
MSRP: **\$17.99**

## Car Chargers



**IEPCUSB**  
1 Amp  
MSRP: **\$7.99**



**IEPC2U**  
2.1 Amp Dual  
MSRP: **\$14.99**



**IEPC2UC**  
3.4 Amp Dual  
MSRP: **\$19.99**



**IPLH5PCBK**  
Lightning Car Charger  
MSRP: **\$24.99**



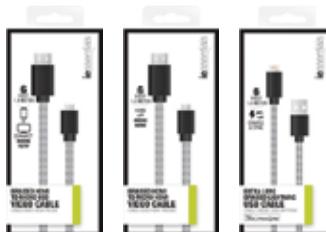
**IEMICROPCP**  
Micro Car Charger  
MSRP: **\$14.99**

## Cables & Power Banks



**3' CABLES**

Lightning, Micro, Type-C & Auxiliary  
MSRP: **\$12.99 to \$14.99**



**6' BRAIDED CABLES**

Lightning, Micro & Auxiliary  
MSRP: **\$14.99 to \$24.99**



**POWER BANKS**

2,000, 4,000 & 6,000 mAh  
MSRP: **\$19.99 to \$34.99**

# Outdoor Speakers

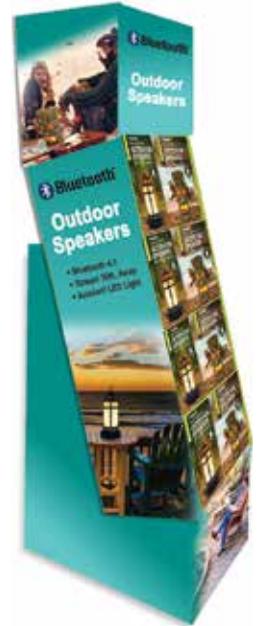
**NEW** Designer Outdoor Bluetooth Speakers that serve your decorative and musical needs. Featuring LED lights and 30 foot Bluetooth range, they're great for any party setting indoors or out!

- IPX6 Waterproof
- Bluetooth version 4.1
- Stream music up to 30ft. away
- Ambient LED light
- Micro USB rechargeable battery
- 3600 mah battery capacity
- 2 speakers 52mm diameter
- 4-6 hours music play time
- 5 hours charge time

MSRP: \$79.99



Lantern Speaker: 15" x 6" x 6"



\*Display artwork may differ



Tiki Speaker: 14.5" x 6.5" x 6.5"

- Display dimensions:  
15" W x 24" D x 52" H
- 16 units per display
- 8 Lantern & 8 Tiki Speakers
- Pre-order required



# essentials Bluetooth

## Bluetooth Speakers



### Cube

Smallest speaker with remote camera shutter button

IEBTSFBK

MSRP: \$19.99



### Blast

Wireless, rugged hi-fi speaker

IEBTBSBKK

MSRP: \$24.99



### Phantom

Sleek speaker with SD card slot & aux input

IEMBTS1BK

MSRP: \$29.99



### Stream

30 ft. Bluetooth range, SD card slot & FM function

IEBTTBWT

MSRP: \$39.99

## Bluetooth Earbuds



### Lux

IEBTELXBK

MSRP: \$19.99

- Flat, tangle-free cable
- Mic, track and volume control
- Additional ear gels for custom fit
- Make calls or listen to music
- Easy-to-use control buttons
- Includes micro USB charging cable



### Sweet Sounds

IEBTESSBK

MSRP: \$24.99

- 5 hours playtime
- 1.5 hour re-charge time
- 30 foot range
- In-line mic for calls and voice commands
- Rechargeable

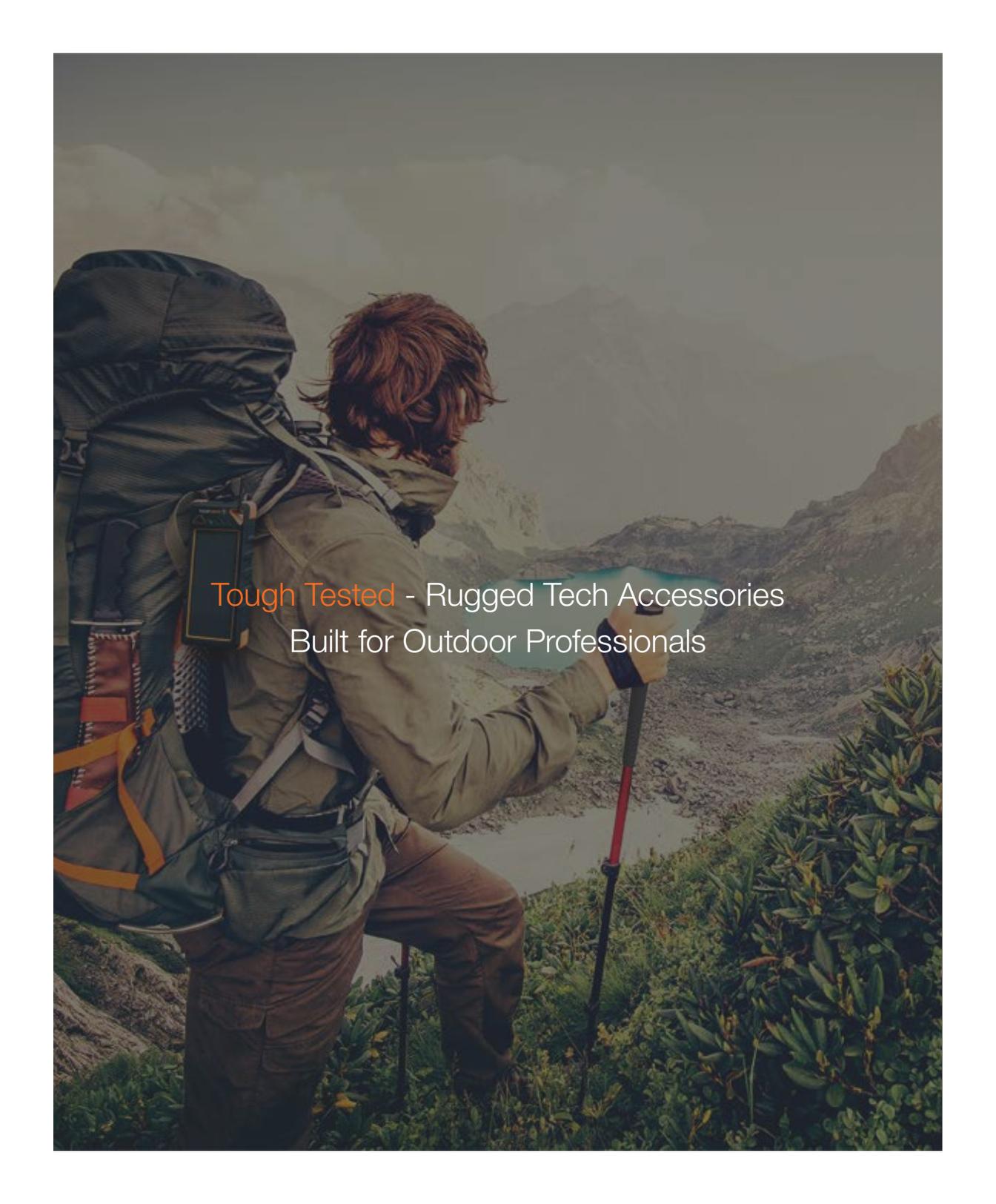


### V1 Earbud

IEBTEV1

MSRP: \$29.99

- 10 mm drivers
- 105dB and 50 mAh battery
- 4 hours playtime
- 1.5 hours recharge time
- 30 foot range with high quality sound
- In-ear hooks prevent slipping
- Volume control

A hiker with a large backpack and trekking poles stands on a mountain trail, looking out over a valley with a turquoise lake and mountains. The hiker is wearing a green jacket and brown pants. The backpack is large and dark green with orange straps. The hiker is holding a red and black trekking pole. The background shows a valley with a turquoise lake and mountains under a hazy sky.

Tough Tested - Rugged Tech Accessories  
Built for Outdoor Professionals

# Tough Tested

## Designed to Go to Work With You

Tough Tested products are built to meet the demands of professional's extensive stress of rigorous use.

You can expect more from every Tough Tested product: longer and heavier cords, higher amperage, longer battery life, more durable materials, extreme temperature tolerant components, higher grade plastics and hardware.

Engineered to exceed performance standards, Tough Tested products come with a 5 year customer warranty program. You can expect products from Tough Tested that you wouldn't from other companies, because we designed them with your lifestyle in mind.

Whether you're off road on the job or on a hike, you want your gear to be Tough Tested.



## Rugged Bluetooth Speaker

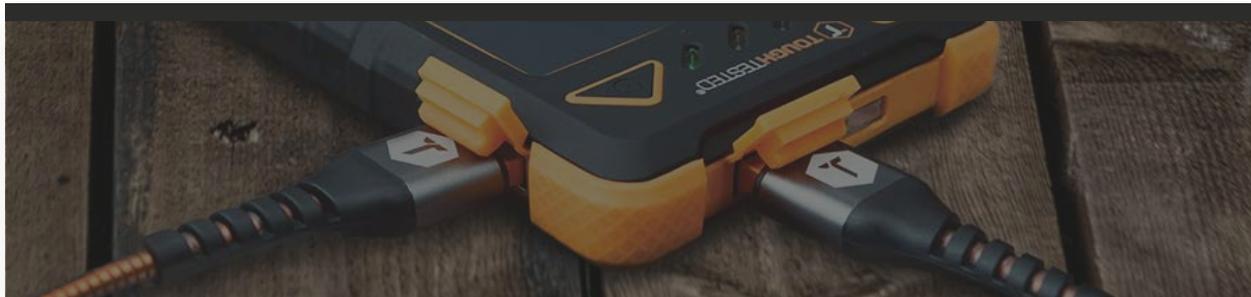


MSRP: \$129.99



- Bluetooth version 4.1
- Range up to 33 feet
- Superior stereo sound
- 40mm Driver
- Enhanced bass
- Built-in 4000mah power bank
- Waterproof, dust-proof & shockproof
- Frequency range: 160hz-20khz
- Distortion thd: <1 %
- Signal-to-noise ratio: 75 db
- Audio input: 3.5mm
- Hands-free phone calls
- Durable carrying strap

TTSP4000



# Cables



MSRP: \$19.99 to \$34.99



## 6 Ft. Braided Cables

- Aluminum reinforced, strain-relief designed tip
- 4mm heavy gauge braided cable
- Slim tip - fits in without removing cell case

TTFC6C2A Type-C USB **MSRP: \$24.99**

TTFC6MICRO Micro USB **MSRP: \$24.99**

TTFC6IP5 Lightning **MSRP: \$34.99**

TTFC6AUX Auxiliary **MSRP: \$19.99**



MSRP: \$29.99 to \$44.99



## 6 Ft. SafeCharge Protection Cables

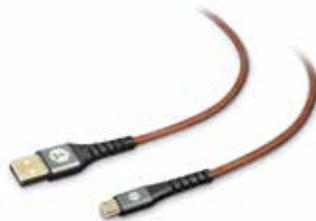
- Proprietary circuit protect module
- Protective P.E.T. fiber armor-weave jacket
- 75% Faster charging vs. 1amp rated cables
- 2.4 Amp rated
- Slim-tip-proprietary strain relief
- Automatic reset voltage/regulator board

TTSC6MICRO Micro USB **MSRP: \$29.99**

TTSC6IP5 Lightning **MSRP: \$44.99**



MSRP: \$24.99 to \$39.99



## 8 Ft. Pro Armor Weave Cable

- Super strong P.E.T. jacket
- Chemical, heat, abrasion resistant
- Strain relief with slim-tip

TTPC8AUX Auxiliary **MSRP: \$24.99**

TTPC8MICRO Micro USB **MSRP: \$29.99**

TTPC8IP5 Lightning **MSRP: \$39.99**

# Tough Tested Technology

## Amps, Volts, and Watts

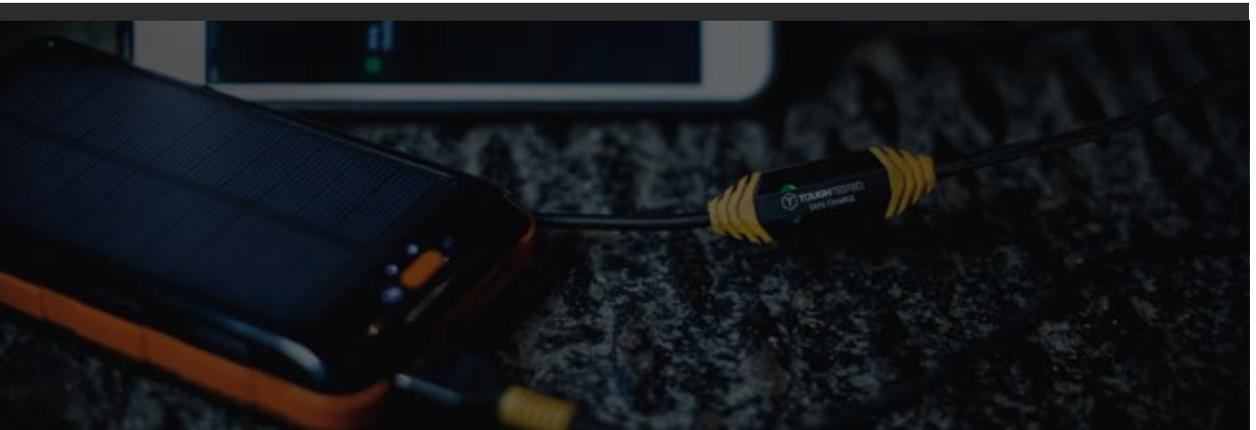
- Every device requires a certain amount of electrical power to optimally charge. Most manufacturers refer to this in Amps and some refer to it in Watts
- Most smartphones require a minimum of 1 Amp output (5 watts) and tablets require 2 Amp output (10 watts) to charge at the optimal speed
- Many cables and chargers look similar on the outside, but not all are created equal

## Safe Charge

- Power surges and disturbances can damage your device over time!
- The chips in today's devices are more sensitive than ever to surges and power disturbances
- Ninety percent (90%) of all electrical surges or transient voltage activity is generated within homes and businesses
- A 17-month study done in 49 US cities found that an average of 128.3 disturbances happened in each monitored home/business every month
- Power spikes can even occur in your car upon starting or when heater or AC turns on or off

## Over Charge Protection

- Your charger and charging cable must meet the proper power requirements to efficiently charge your device
- Good quality chargers have over current and over voltage protection built-in, but some poor quality chargers don't offer this protection and may damage your device
- Cables also have amperage ratings although few manufacturers publicize this



# Mobile Power

## InstaSense™ Technology

Different brands can require their own unique “handshake” between the device and the charger in order to provide optimal and safe power for charging. Utilizing the most advanced smart charging chip, InstaSense™ takes the guesswork out of charging: it recognizes the device, reads each device’s amperage requirement, monitors each device’s battery and then distributes power as needed and charges all devices at high speed.

## 2.1 Amp Pro Car Charger



MSRP: \$34.99 & \$39.99



- Qualcomm QC2 Quick charge 2.0 is up to 75% faster than a standard charger and fast charging for non QC2 devices at up to 2 amps (10 watts).
- Rubberized, heat-resistant coating for extreme temperature tolerance: -4° F to 122°
- Reinforced stress points
- Pivoting joint reduces strain on the cord
- 10' heavy duty cable + replaceable fuse
- Easy fit tip fits in most phone cases

TTPCTMICRO Micro

TTPCTIP5 Lightning

## Power Share Pro Chargers



MSRP: \$29.99



- 3 USB Ports with InstaSense™ technology
- InstaSense™ smart charging technology offers the ultimate in power and flexibility
- Internal fuse/circuit protection
- Car charger has 180 degree rotating power blade

TTA3U Home Charger

TTP3U Car Charger



# Power Banks

## Beacon



MSRP: \$59.99

- Emergency Flashlight + 5200 mAh Power Bank
  - 19.24WH Capacity
  - Micro -USB 5V/1.5A Input
  - 5V/2.1A Output
  - 2W Flashlight
  - Window breaker
- TPBBEACON

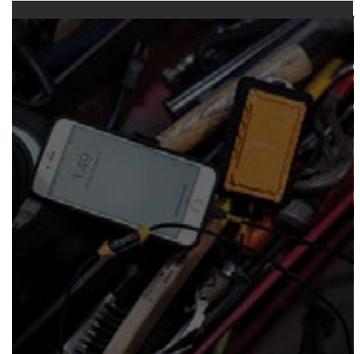


## Rugged Outdoor Batteries



MSRP: \$59.99 & \$99.99

- IP-65 dust/water shock proof
  - InstaSense™ technology
  - Integrated LED flashlight
  - Rugged casing with rubberized corners
  - USB2 2.1A Output Dual USB ports charge/power 2 devices
  - LED Power/charge indicator
- TTPBW60 6,000 mAh  
TTPBW85 8,000 mAh



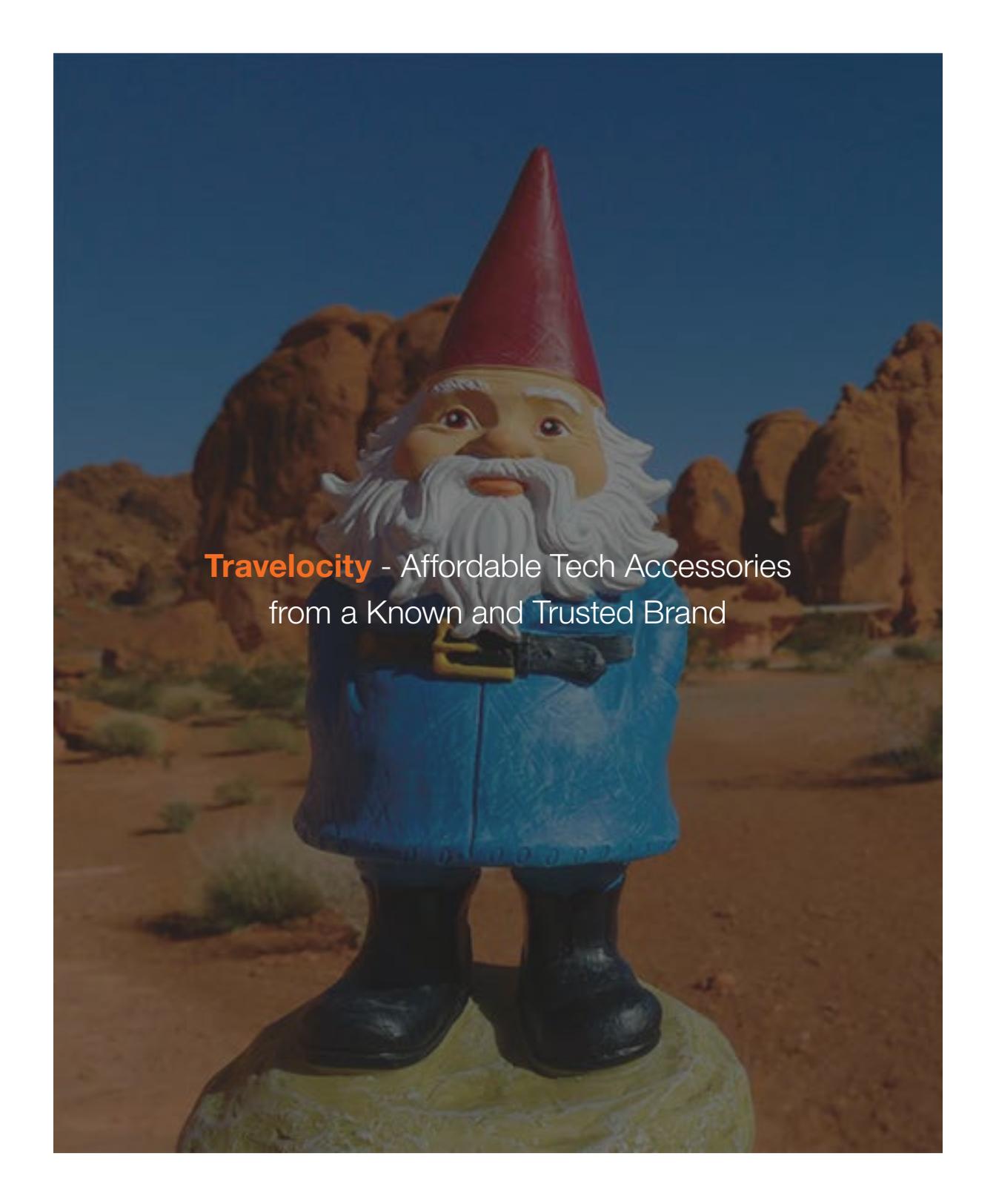
## Rechargeable Solar Batteries



MSRP: \$99.99 & \$119.99

- IP-67 dustproof and shock proof
- Waterproof (submersible)
- High efficiency solar panel (180mAh/280mAh)
- Super bright quad LED-4 function flashlight
- Dual USB ports charge/power 2 devices
- LED Power/charge indicator
- Micro USB charging cable & carabiner

TTPBWSW8 8,000 mAh  
TTPBWSW16 16,000 mAh

A large, colorful garden gnome statue stands in a desert landscape. The gnome has a red conical hat, a white beard, and a blue jacket. It is holding a yellow and black tool, possibly a shovel or a small axe, in its hands. The background features reddish-brown rock formations under a clear blue sky. The text "Travelocity - Affordable Tech Accessories from a Known and Trusted Brand" is overlaid on the image.

**Travelocity** - Affordable Tech Accessories  
from a Known and Trusted Brand

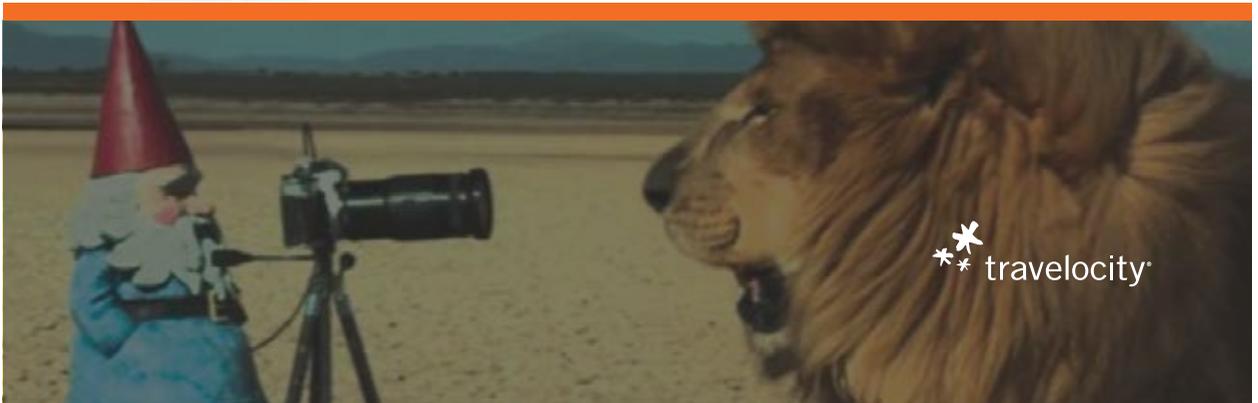
# Travelocity

## Grab And Go Bin Program

Unpackaged, impulse mobile accessories have proven very successful for our retail partners selling tens of thousands of units at retail since 2016.

We're constantly updating the assortment, recently adding the Type-C Cable. The front labels detail device compatibility: ideal for unassisted sales. Choose the bin orientation that fits your store's counter best.

You can grab the grab-and-go Plexiglas bin pre-stocked with products, refill packs are updated to 12 units in mixed colors: best-selling black, white and blue. All products are cETL Certified and bin labels are bilingual to meet Canadian Standards.



# Grab and Go

KIT195 8 Bin Merchandiser Includes:

- USB Travel Chargers
- Single USB Car Chargers
- Dual USB Car Chargers
- Lightning USB Cables
- Micro USB Cables
- Type-C Cables
- Auxiliary Cables
- Stereo Earbuds w/mic



Accessories Available



1 Amp Home Charger  
MSRP: \$8



Lightning Cable  
MSRP: \$15



2 Amp Car Charger  
MSRP: \$8



Earbuds w/mic  
MSRP: \$8



1 Amp Car Charger  
MSRP: \$6



Micro Cable  
MSRP: \$6



Auxiliary Cable  
MSRP: \$6



Type-C Cable  
MSRP: \$10

# Travelocity

## Micro USB Chargers and Cables

- Rapid charge micro tip car charger for Android phones and tablets
- Canadian government standard certifications
- Charge and sync capabilities
- 4 Foot flat cables

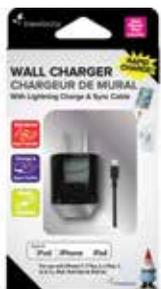
MSRP: \$8.99, \$11.99 and \$19.99



## Lightning Chargers and Cables

- Lightning cables for newer iPhone & iPads
- Apple MFI Authorized and Canadian certifications
- Charge and sync capabilities
- 4 Foot flat cables

MSRP: \$19.99 and \$24.99



### 4 port USB hub charger TVC4HWT

- Canadian certified wall charger with 4 USB port and North American plug
- High efficiency and low energy consumption
- Compact and lightweight; easy to operate
- Ideal for home, office & travel

MSRP: \$24.99

## Accessorize Your Vehicle



TVCUHV BK

- Vent mount keeps your smartphone safely in view at eye level to readily see GPS directions or stream music
- Securely mounts onto any vent in horizontally, vertically or angled
- Expandable jaw securely holds devices with up to 5" screens

MSRP: \$7.99



TVCUHQ R1BK

- 2 Way smartphone mount
- Suction cup windshield or vent mount
- Powerful magnetic plate works through the case
- Includes magnetic mount & plate (case not included)
- 360° rotation
- 3 Ft. USB extension cord

MSRP: \$19.99

# Merchandising

## Suggested Planogram



TVCBTBUDBK

Bluetooth Earbuds  
MSRP: \$24.99



TVCACP2UBK

2.1 Amp Dual  
USB Wall Charger  
MSRP: \$14.99



TVPCPC2UBK

2.1 Amp Dual USB  
Car Charger  
MSRP: \$9.99



TVCBTSFWT

Cube Bluetooth  
Speaker White  
MSRP: \$19.99



TVCDCMBK

4ft Micro Cable  
MSRP: \$8.99



TVCDLWT

4ft Lightning Cable  
MSRP: \$19.99



TVCC2ABK

4ft Type-C Cable  
MSRP: \$9.99



TVCAUXBK

3.3ft Auxiliary Cable  
MSRP: \$8.99



TVCACLWT

Lightning  
Home Charger  
MSRP: \$24.99



TVCACMBK

Micro Home Charger  
MSRP: \$14.99



TVCCPLBK

Lightning  
Car Charger  
MSRP: \$24.99



TVCCLMBK

Micro Car Charger  
MSRP: \$11.99



TVCPB4KBK

4,000 mAh Power Bank  
MSRP: \$19.99



TCUHV BK

Vent Mount Black  
MSRP: 7.99



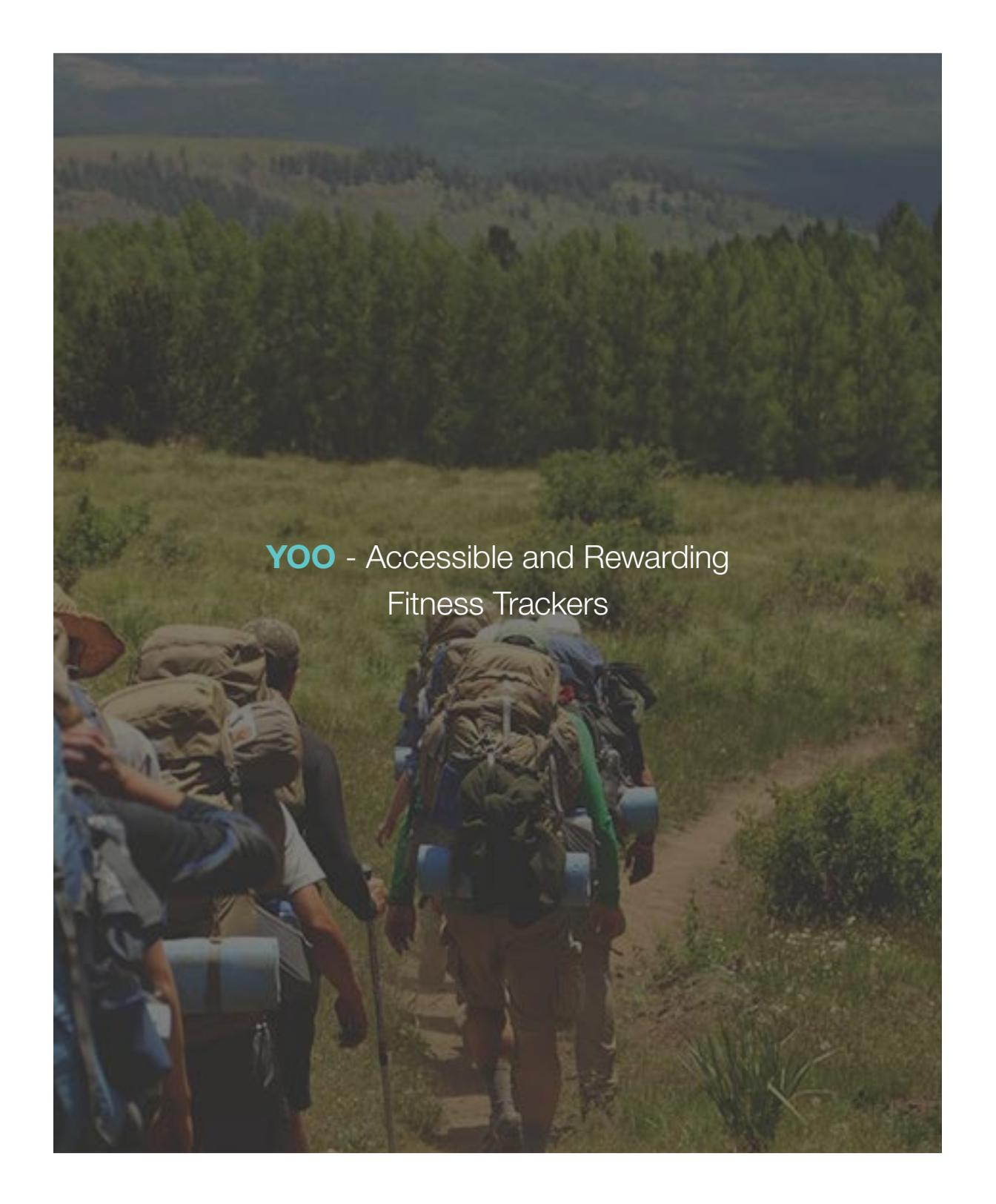
TCUHM SBK

Magnetic Mount  
MSRP: \$19.99

## Floor Display



Display options with top-selling products. Contact us today to customize your store's assortment.

A group of hikers with large backpacks walking on a dirt trail through a grassy field with a dense forest in the background. The hikers are seen from behind, moving away from the camera. The terrain is a mix of grass and dirt, with a dense forest of evergreen trees in the background. The lighting is natural, suggesting daytime.

**YOO** - Accessible and Rewarding  
Fitness Trackers

# YOO

Up to 70% of people who try some kind of fitness tracker stick with it for three weeks to two months and then stop using it.

Yoo's solution is to make fitness tracking data more meaningful over time. With the Yoo Challenge App the experience is personal, measurable, relate-able and enjoyable. Simple feedback draws awareness to both active and inactive behavior.

NEW YOO represents who we want to be; motivated, energized and achieving goals VS OLD YOO who we more typically are; a bit lazy and willing to blow things off. Set daily goals, pick a challenge and start your race. Earn points for every step taken, while OLD YOO earns points for steps you didn't take.

## YOO CHALLENGE ISN'T JUST A FITNESS APP

**It's the daily fitness challenge that you play against yourself.**

Take the YOO Challenge and find out if there's a brand New YOO in YOU.

In the game of YOO the **New YOO** competes against the Old YOO in the ultimate fitness challenge! The **New YOO** piles up points when you're active, but the Old YOO earns points when you're not! So get moving, change your life and say goodbye to the Old YOO!

Who we are today and who we will be tomorrow isn't so much a result of big moments as it is the sum of all the little decisions we make through the day. And those decisions are controlled by our habits....some good and some not so good. Sure, we can all picture better versions of ourselves and we'd love to get there.



# YOO

## Yoo R2 Digital Pedometer

Simple. Easy. Budget Friendly.

Digital Steps + Distance + Calories + Active Minutes

Features + Benefits

- 3-Axis Accelerometer technology
- Manual update to YOO app
- 6-8 month battery life
- Satin finish
- Button-less tap activation
- Integrated bull clip



MSRP: \$19.99



## YooZZ Sleep Band

No Smart Phone Involved.

Track Sleep and Activity straight from your wrist.  
Touch-sensitive activation and newly waterproof.

Updated Features + Benefits

- Sleep + Steps + Distance
- Calories + Active Minutes
- Time-of-Day
- 4 month battery life
- Waterproof up to 5 meters
- Touch-navigation



MSRP: \$39.99



YX4200BK



KIT189 Y00ZZ

COUNTER DISPLAY: 8 UNITS



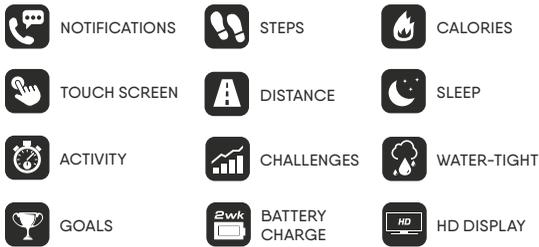
YX4200RS

# YOO

## YOO RX

Fits Any Wrist & Every Budget

- Features Touch Screen Navigation
- High-Definition Display
- Water-Proof Case
- Smart Notifications
- Full Suite of Fitness & Wellness Functions



MSRP: \$79.99



YX4850BK



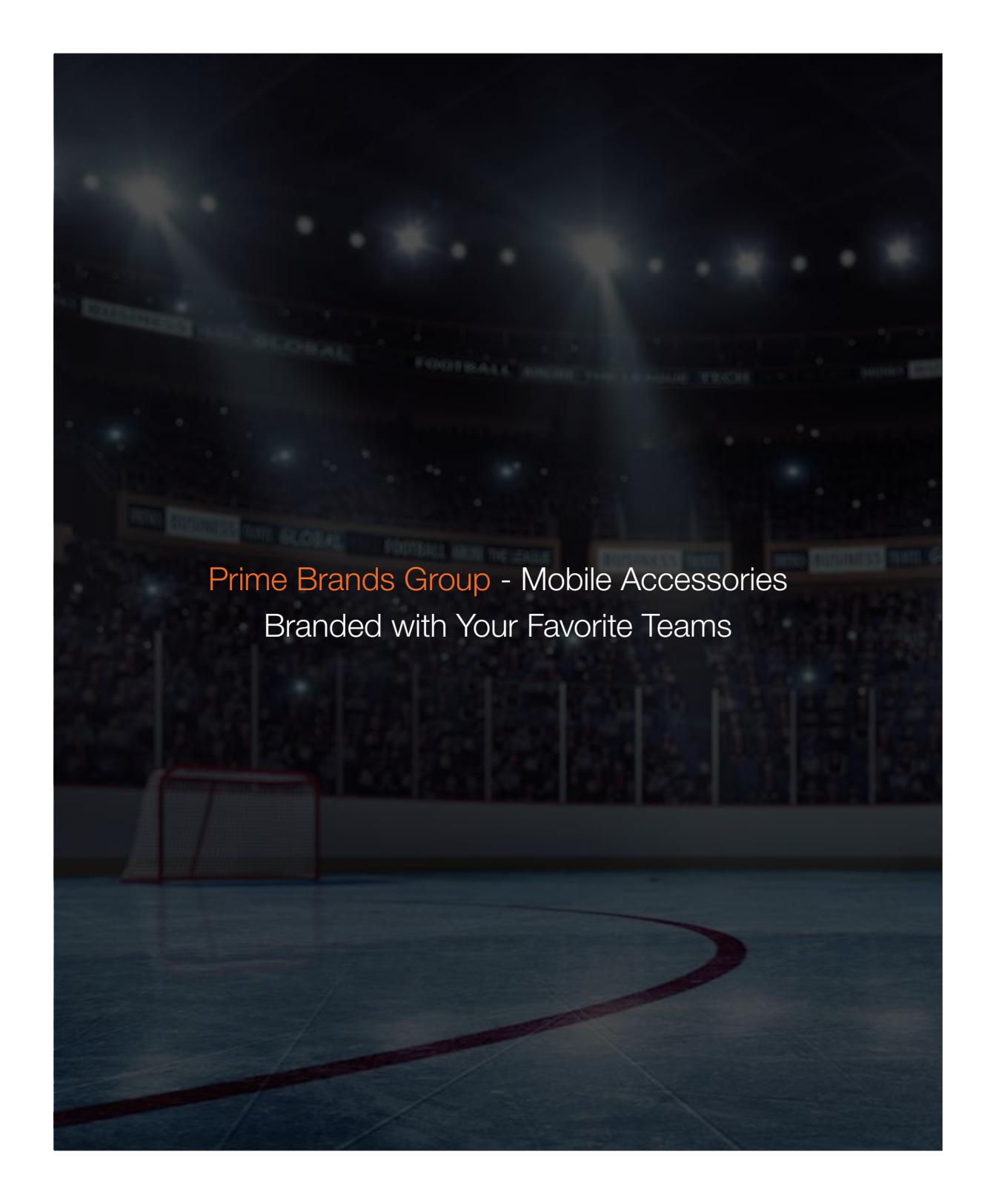
YX4850WT

## YOO+ App & Challenge

FREE with all devices. Visit [yoochallenge.com](http://yoochallenge.com) to learn more.



# YOO<sup>®</sup> Rx



Prime Brands Group - Mobile Accessories  
Branded with Your Favorite Teams

# Prime Brands Group

## Get in the Game

Prime Brands is an elite manufacturer of licensed and private label products. Specializing in impulse and novelty in the tech, toys, stationery, and craft categories.

Curve is focused on officially licensed NFL, MLB, NHL and CFL wireless accessories. Now consumers can listen to their tunes, charge, sync and mount or prop their devices all while showing team spirit. We live and breathe technology; we live and breathe sports. Why not combine both?

## Countertop Display

Customized assortment of accessories

- Certified + bilingual
- 6 bin assortment
- Multiple products available
- Apple MFI authorized cables
- Large NHL logo presence
- 24 unit replenishment program
- Dimensions: 24" x 8" x 8"



## Open Bin Sports Accessories



### Home Charger

2 Amp Dual USB Ports

MSRP: \$8.99



### Car Charger

2 Amp Dual USB Ports

MSRP: \$7.99



### Suckerz

Prop your smartphone for hands-free viewing

MSRP: \$5.99



### Vent Mount

Mount your smartphone for hands-free viewing

MSRP: \$5.99



### Earbuds

Flat cable, silicone ear gels

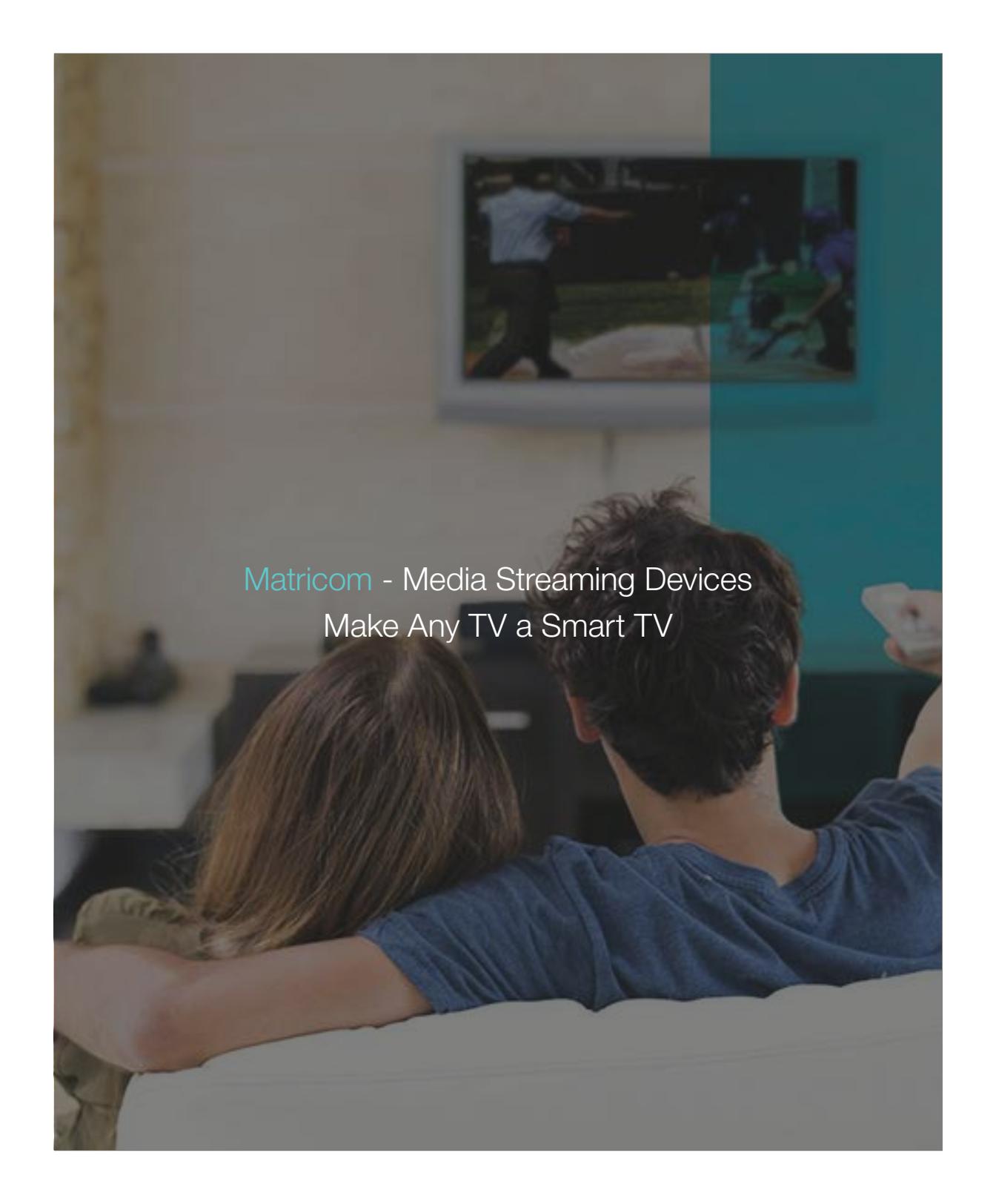
MSRP: \$8.99



### Cables

Lightning, Micro & Type-C available

MSRP: \$7.99 to \$14.99



Matricom - Media Streaming Devices  
Make Any TV a Smart TV

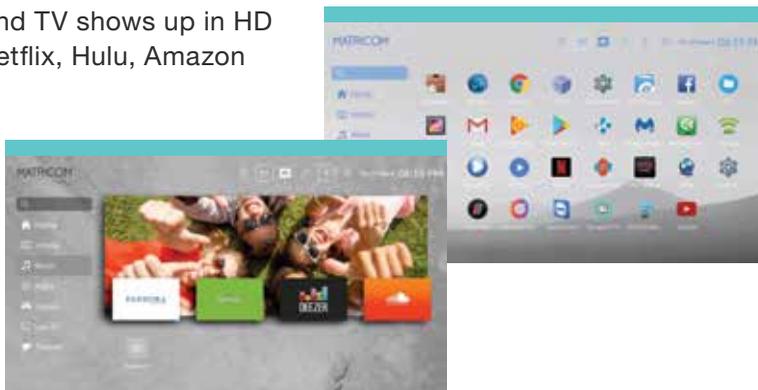
# Matricom

The Q3 is here with an attractive, sleek compact design. This device adds an amazing Android experience to any room. The G-Box Q3 comes with Android 7.1 (Nougat) and Matricom's custom firmware to provide a simple, beautiful interface.

Watch your favorite movies and TV shows up in HD with your favorite apps like Netflix, Hulu, Amazon Prime Videos

Play all your favorite Android games from the Google Play Store

Feel high quality ABS plastic providing a comfortable, easy to use remote



Stream from your phone or tablet to your TV screen

Wirelessly connect to your home network

Make any TV a Smart TV

Stream 3D and 4K Content

- Processor Amlogic s905x Quad Core ARM Cortex-A53 CPU PencoatereMali-450
- 2GB DDR3 Memory
- 16GB Flash Storage
- The OS is Android 7.1 (Nougat)
- Dual USB 2.0 Ports
- 10/100 Full Duplex Ethernet Port
- WiFi: Broadcom 5G802, 11 Dual-Band
- Video Output - HDMI, RCA
- Bluetooth 4.0 Connectivity



**GBOXKB**  
Wireless Keyboard for Gbox

**MSRP: \$39.99**

**GBOXQ3**  
Android Media Streaming Box

**MSRP: \$139.99**

**GBOXQ3QW**  
Android Streaming Box with Keyboard

**MSRP: \$169.99**

# Accessory Certification

Why do consumer electronics need to be certified?

Non-compliant devices and their chargers can potentially overheat and therefore pose a significant safety hazard, and may be subject to government recalls. Safety markings such as ETL & UL signify that the product has been tested to and found in compliance with national safety standards by a qualified, independent testing laboratory. Our findings show that many retailers carry products that do not comply with Canadian certification requirements.

What can retailers do?

Non-certified products that do not meet the essential safety standards of Canadian compliance cannot be legally sold in Canada and are not safe for your customers. Retailers in possession of these non-compliant devices should contact their supplier.

Curve ensures the products we bring to market are certified and of the highest build quality, offering the same functionality of OEM cables and chargers reducing dissatisfied customers and defective returns.

Certification Markings

The UL (Underwriters Laboratories) is a worldwide safety consulting and certification company, it maintains offices in 46 countries. UL was established in 1894 and has participated in the safety analysis of many of the last century's new technologies, most notably the public adoption of electricity and the drafting of safety standards for electrical devices and components.

UL provides safety-related certification, validation, testing, inspection, auditing, advising and training services to a wide range of clients, including manufacturers, retailers, policymakers, regulators, service companies, and consumers. UL is one of several companies approved to perform safety testing recognized by Health Canada, Occupational Safety and Health Administration (OSHA). OSHA maintains a list of approved testing laboratories, which are known as Nationally Recognized Testing Laboratories To ensure the product meets the Canadian standards, the product certification will show ULC.



# Accessory Certification

## ETL (Electrical Testing Laboratory)

ETL (Electrical Testing Laboratory) is a division of Intertek Group plc (LSE: ITRK) specializing in electrical product safety testing, EMC testing, and benchmark performance testing. ETL operates more than 30 offices and laboratories on six continents. The services provided by ETL are very similar in nature to UL, and the relevant certification to Canadian Standards will show cETL.

## The Apple MFi Program

The Apple MFi Program encompasses third-party hardware accessories which use Apple's licensed technology to connect electronically to iPhone, iPad or iPod. MFi licensed technology includes: Lightning and 30-pin connectors. Authentication coprocessors. iPod Accessory Protocol, the protocol used to communicate with iPhone, iPad and iPod.

## The FCC Declaration of Conformity

The FCC Declaration of Conformity, the FCC label, or the FCC mark is a certification mark employed on electronic products manufactured or sold in the United States which certifies that the electromagnetic interference from the device is under limits approved by the Federal Communications Commission. The FCC label is found even on products sold outside the US territory, because they are either products

manufactured in the US and had been exported, or they were manufactured in other nations which have US as a prime market (e.g.: Japan, China). This makes the FCC label recognizable worldwide even to people to whom the name of the agency Federal Communications Commission is not familiar.

## The Restriction of Hazardous Substances Directive

The Restriction of Hazardous Substances Directive 2002/95/EC, RoHS, short for Directive on the restriction of the use of certain hazardous substances in electrical and electronic equipment, was adopted in February 2003.

The definition and aim of the RoHS directive is quite simple. The RoHS directive aims to restrict certain dangerous substances commonly used in electronic and electronic equipment. Any RoHS compliant component is tested for the presence of Lead (Pb), Cadmium (Cd), Mercury (Hg), Hexavalent chromium (Hex-Cr), Polybrominated biphenyls (PBB), and Polybrominated diphenyl ethers (PBDE). For Cadmium and Hexavalent chromium, there must be less than 0.01% of the substance by weight at raw homogeneous materials level. For Lead, PBB, and PBDE, there must be no more than 0.1% of the material, when calculated by weight at raw homogeneous materials. Any RoHS compliant component must have 100 ppm or less of mercury and the mercury must not have been intentionally added to the component. In the EU, some military and medical equipment are exempt from RoHS compliance.



# Ordering Information

## Order Desk Information

orders@curvedistribution.com

403.255.5325 - Main  
877.795.5325 - Toll Free  
403.255.5306 - Fax

Business Hours:  
Monday to Friday 8AM to 5PM (MST)

## Online Ordering System

Existing customers can sign up to shop online: [storefront.curvedistribution.com](https://storefront.curvedistribution.com)

## Return Products To:

Curve Distribution Services  
120 – 11056 48TH Street SE  
Calgary, AB T2C 3E1  
Attn: Warranty Department

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## Freight Terms

Minimum opening order is \$500. All shipments of merchandise are freight pre-paid on following orders, larger than \$150 per order, prior to any sales tax being added.

Orders totaling less than \$150 will be shipped prepaid with our courier of choice, adding the freight charges to the Customer invoice. Alternatively, shipments can be arranged through the Customer's courier on the Customer account.

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## Payment Terms

All requests for credit are subject to approval by Curve. Standard payment terms are net 30.

Curve reference numbers (invoice number, RMA number, co-op agreement number, etc.) must support all customer payments. If not supplied, Curve will apply the payment against the oldest outstanding items.

Payments can be made by cheque, wire transfer or credit card.

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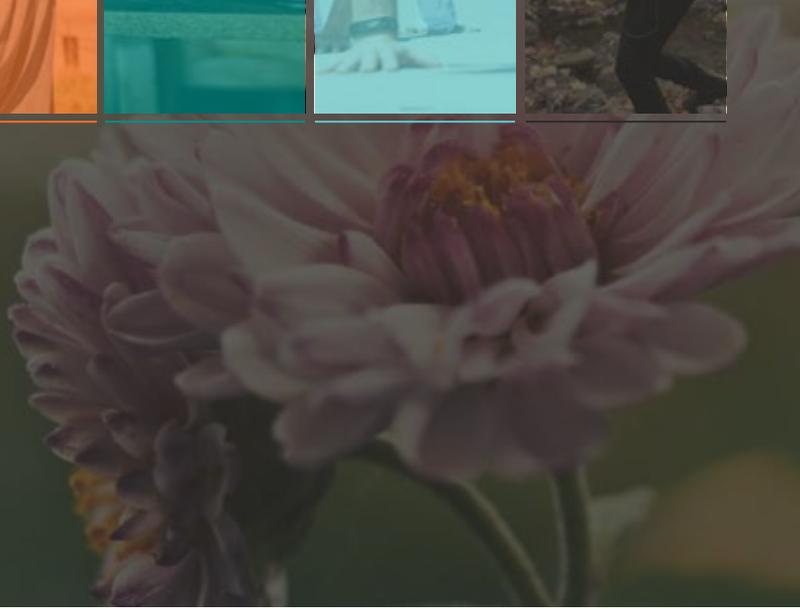
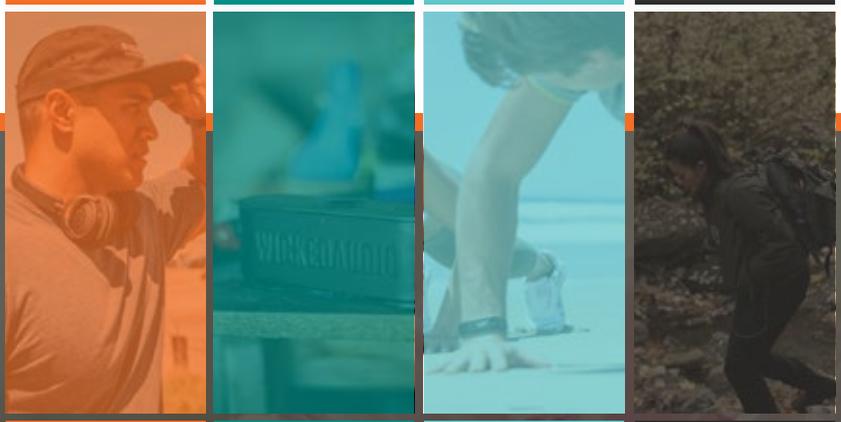
## Warranty Information

To receive credit for defective or obsolete product, the Customer must first submit a Curve Return Merchandise Request Form to [warranty@curvedistribution.com](mailto:warranty@curvedistribution.com).

Please read specific brand warranty online at: [curvedistribution.com/warranty-info/](https://curvedistribution.com/warranty-info/)







## 2018 Spring Buying Guide

**CONNECT WITH US** to find out how Curve can drive your brand and category performance.

**P** 1.877.795.5325

**E** [info@curvedistribution.com](mailto:info@curvedistribution.com)

[curvedistribution.com](http://curvedistribution.com)