

Press Release

UNDER EMBARGO UNTIL MAY 23. 2023 at 9:00 am PST

iClick Expands Product Line With Sustainability Focus

Supplier iClick is the **first and only** supplier to bring **verified-recycled content** products to market in the mobile tech category, becoming the latest company to push sustainability with its Eco-friendly product line.

SEATTLE, WA — May 15, 2023 — What's better than a branded promotional product? One that you can say you helped make, through recycling efforts. iClick is taking the necessary steps to promote sustainable living, and today with the official announcement of iClick's <u>Eco-friendly Series</u>, that potential becomes a reality.

The Eco-friendly Series features mobile tech products made with verified-recycled content. To be verified, a product must contain at least 20% or more recycled content.

iClick's factory has undergone an in-depth, third-party review and audit process to ensure the products we provide have met the recycled content standards. The product line ranges from 29% to 77% verified-recycled content.

"Similar to other consumer-based businesses, the industry's adoption of environment-friendly products and practices was inevitable. Bringing a sustainable focus to our product line speaks to our brand's dedication to our clients and our mission, 'Be Remarkable,'" said Wendy Knapp, iClick's EVP of Sales and Marketing.

Notably, iClick made strategic and conscientious efforts to keep price points low on the new Eco models, avoiding the high price tag that Eco usually brings with it. In today's economy price is still a driving factor, so iClick was "very happy [we achieved] a price-point close to each product's non-eco counterpart," shared Knapp.

A Supplier That Listens

People today are more adamant than ever about supporting products and brands that value doing good for the planet.

- 84% of consumers say poor environmental practices will alienate them from a brand or company (Source: The Roundup, 2023).
- 53% of consumers have a more favorable opinion of an advertiser if the promo product they received was environmentally friendly (Source: ASI Research, 2020).

Product Samples and Options Now Available

Promo distributors can get samples of all verified-recycled content offerings by contacting their iClick sales representative or emailing iClick to <u>request samples</u>. Full product details can be found on iClick's website.

About iClick

iClick launched in 2001 when it first introduced the branded USB drive to the promotional products industry. Now as an award-winning and trusted mobile tech supplier, iClick carries a complete portfolio of mobile tech accessories tailored for promo distributors and their client companies. Despite the complexity of tech products, iClick makes it easy to navigate. iClick is Mobile Tech. **Simplified**. With **simplified** pricing, **simplified** ordering, **simplified** speed, and **simplified** product lines, iClick makes it easy for distributors to be heroes. iClick's top industry experts and customerfocused teams deliver on this commitment. For more information visit iClick.com, follow on Instagram, Facebook, and Twitter, or see what customers are saying at Real iClick Experiences.

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