



Press Release

New Collab: iClick x Casely, Introduces Portable Power Pods to Promotional Products Industry

Supplier iClick partners with retail tech accessories brand Casely to bring an on-phone battery backpack to promotional products industry for the first time

SEATTLE, Washington – February 22, 2023 – Today marks the official announcement of a new collaboration between two mobile technology companies with complementary interests, iClick and Casely. Together the two companies have introduced to the promotional products industry for the first time ever, the [Casely Power Pod](#), a combination wireless charger + power bank, which works like a battery backpack for your cell phone.

A Magnetic Partnership

Just like the magnetic attraction between Power Pods and MagSafe-enabled cell phones, iClick and Casely go together like everyone's favorite peanut butter and jelly sandwich (or avocado and toast if that's your thing). iClick brings over 20 years of leadership in supplying mobile tech accessories to the promotional products industry, making them an ideal promo partner for Casely. As a retail e-commerce brand that grew from zero to eight figures in four years, Casely delivers innovation and unique, trendsetting phone accessories that consumers adore – like the Casely Power Pod. Together this speaks to the potential for Casely's rapid growth as a retail brand working with the promo industry.

"Our team came across Casely while searching online and we immediately saw the potential for a partnership between us," relayed Jeff Hall, CEO of iClick. "Casely's Power Pod brings high-style design to a power bank+wireless charger that's made for imprinting and portability. Plus the charger solves the problem of the mid-day cell battery slump. It all adds up to a perfect match for iClick and the promotional products distributors we serve," said Hall.

Casely's sibling co-founders, Emily and Mark Stallings explained, "Our team at Casely sees the great work iClick is doing in the promotional products space, with brands that we look up to. iClick checked all of the boxes we were looking for: quality, speed, and reliability." Mark Stallings added, "We launched the Power Pod knowing that this product fits well in the promotional product space."

Samples and Ordering Now Available

In January 2023, iClick unveiled the Casely Power Pod for the first time to the promo world at the PPAI Expo in Las Vegas, where it garnered significant buzz from attendees. The Casely Power Pod is now available for distributors and their clients, who can view the product description and pricing via [iClick.com/Casely-power-pod](https://iclick.com/Casely-power-pod). Promo distributors can email iClick to [request samples](#).

As for the perfectly-paired collaboration, Casely Co-Founder, Mark Stallings noted: “We are looking forward to working together and exploring new endeavors for our partnership with iClick.”

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 customer-focused teams deliver on this commitment. For more information visit [iClick.com](https://iclick.com), follow on [Instagram](#), [Facebook](#), and [Twitter](#), or see what customers are saying at [Real iClick Experiences](#).

About Casely

Casely was sibling-founded in 2017 by Emily and Mark Stallings. The tech accessory retailer consistently releases new products to bring customers unique, trendsetting phone accessories while supporting charitable organizations with a portion of profits from each sale. The fast-growing company has worked with artists across the globe and is carbon-neutral and FSC certified for responsibly sourcing materials. In 2021, [Forbes 30 Under 30](#) list featured Casely co-founders, Emily and Mark Stallings, in the Retail and eCommerce category. Also, Inc. named Casely as the [17th fastest-growing private company](#) in America in 2021. Find Casely at [GetCasely.com](https://getcasely.com) and follow Casely on [Instagram](#), [Facebook](#), and [TikTok](#).

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