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Contact

Richard Vaughan
Proto Labs, Limited
+44(0)1952 683031
richard.vaughan@protolabs.co.uk

Media Contact

Matt Bailey
for MBMC
+44(0)1603 283601
matt@mbmc-uk.com

***Fashion Meets Function with Proto Labs' Latest Cool Idea! Award Winner
Everpurse Utilises a Built-In Charger for On the Go Phone Charging***

MAPLE PLAIN, Minn.—July 16, 2013—A dying phone battery and no access to a charger is no problem for carriers of the Everpurse, the latest recipient of the [Proto Labs](#) (NYSE: PRLB) Cool Idea! Award

From the outside, Everpurse looks like nothing more than a stylish handbag. However, built into its inner wall is a wireless charging dock, which allows the user to attach their phone for a convenient charge. Everpurse also comes with an inductive charging mat which charges the purse wirelessly. Simply place Everpurse on the mat, and after six hours the handbag holds enough power to recharge a dead smartphone twice.

“Everpurse has a hallmark characteristic of a Cool Idea! Award winner,” says Larry Lukis, founder of Proto Labs. “It solves a problem. In this case, Everpurse was able to integrate design ingenuity into an everyday item and make charging technology fit a woman’s lifestyle, instead of the other way around.”

The handbags, which come in leather, crocodile and fabric options, are designed exclusively for Everpurse by two Chicago-based fashion designers, and are assembled there as well. With Proto Labs manufacturing the parts for the charging mats and docks, the majority of Everpurse is made in the United States.

“One of our goals has been to produce as much of the Everpurse system as possible in the U.S., and using Proto Labs for manufacturing has been key,” says Dan Salcedo, co-founder and chief technology officer at Everpurse. “The best part about working with Proto Labs, in addition to the Cool Idea! Award, is the availability of its customer service team. We really appreciated that Proto Labs’ staff took the time to educate us on the manufacturing process, which ultimately led to an improved end product.”

Proto Labs launched the Cool Idea! Award in 2011, which gives a total of \$250,000 each year to entrepreneurs developing new products in the United States and Europe. Unlike other product awards that recognise products after they’re in mass production and on store shelves, the Cool Idea! Award is meant to help cool ideas come to life and into real products. For more information about the Cool Idea! Award and how to apply visit www.protolabs.co.uk/CoolIdea.

For more details on Everpurse, visit www.Everpurse.com.

About Proto Labs

Proto Labs (PRLB) is a leading online and technology-enabled quick-turn manufacturer of low-volume CNC-machined and injection moulded custom parts for prototyping and short-run production. The company provides “Real Parts, Really Fast” to product developers worldwide and has two quick-turn services in North America, Europe and Japan: Firstcut (.ukwww.firstcut.eu/gb) CNC machining and Protomold (www.protomold.com) injection moulding. Both are capable of providing parts in as fast as one business day. Product developers who use Proto Labs for prototypes and short-run production can upload a 3D CAD file at any one of Proto Labs online sites, get an interactive quotation and place an order for Proto Labs services directly online. For more information, visit: www.protolabs.co.uk.

About Everpurse

Everpurse is a handbag that charges a smartphone wire-free and without the need for a special case. It features a patent-pending docking system at the bottom of a specially designed pocket and an internal battery bank system in the lining of the purse that stores enough power to charge most smartphones twice in one day. Everpurse is charged on an inductive charging mat. The mat sends energy wirelessly to the handbag using inductive coils. For best results leave Everpurse on its charging mat overnight, and it will have a full charge the next morning. For more information, check out everpurse.com.

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