

aukward®

PRESS RELEASE

Introducing “An aukward® case” Stylish iPad covers, 100% British



The Cotswolds, July 2012: 'An aukward® case' is a brand new British-made iPad cover, designed and lovingly made by hand here in the UK, which is both beautiful and functional, offering your iPad all-round protection.

The first thing a lot of people ask us is “Why aukward®?” Here’s why...

A is for Artisan – because each of our cases represents the best that Britain has to offer. First, we take a stunning fabric (most of which are hand blocked), a leather hide or buckram (a traditional bookbinding material), all of which are British from design through to production. Then we work with an English bookbinder who has been using the same traditional skills and techniques for three generations, and craft the outside of each aukward® case by hand.

UK is for UK made – because each aukward® case is assembled, checked and packaged by hand in the Cotswolds, using the fabric, leather or buckram to envelope a sustainably sourced birch ply frame, also made in the UK, which secures the iPad. Every case is then despatched in bespoke cardboard packaging from a British paper mill.

Ward is for safekeeping – because the rigid outer book-style cover gives the iPad protection whilst helping to keep British artisan skills alive and providing all the functionality you would expect of modern technology: automatic on/off facility as you open and shut your case, fold-over ability for ease of typing, and accessible ports and buttons, as well as some serious testing to ensure it keeps your iPad safe.

An object of beauty, the **aukward®** case is designed to be carried with pride, much like a notebook or a leather portfolio case, rather than hidden away in a bag or briefcase.

Prices range from £69 for buckram to £149 for leather; the full range of **aukward®** covers can be viewed and bought online at www.aukward.com.

Notes for editors

aukward® was founded by Debbie McGreevy, a former Director of the Benetton F1 team, who has always been involved in the technology field.

Having had a child, Debbie was keen to set up her own business that she could manage on her own terms. Passionate about British products and heritage, she decided to marry them with the technology field in which she has previous expertise and created “An **aukward®** case”.

aukward® is based in the Cotswolds.

Quality, Quirky, Quintessentially British

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