

# SimpliCover

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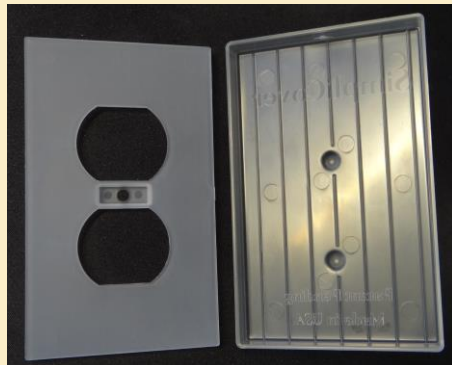
# The Problem Your Product Solves

Electrical outlets can often be an eye sour because of how much they stand out against other backdrops. Wouldn't it be nice if those outlets could be camouflaged to match existing back drops and not stand out?



# A Better Solution: My Product

- SimpliCover is a device designed to hide or camouflage electrical outlets. It is composed of 2 parts and can be installed easily.
- Works by installing a current tile or an accent tile into the SimpliCover pan, which then inserts in to plug outlet, effectively camouflaging the electrical outlet.
- When the homeowner needs to use the plug, they simply pull out the SimpliCover device and set it onto the kitchen countertop until they are ready to re-plug it into the outlet they are wanting to hide.
- Many kitchens have an outlet that is installed in the side of the island; a piece of the cabinet can be installed into the SimpliCover device which matches the cabinet. The device is then plugged into the electrical outlet hiding that outlet/plug.



2020 National Hardware Show



# Competitive Products

- There are NO competitive products that do what SimpliCover does by using your own tile or cabinet material.
- The only other item people can use are painted plates or stone looking plates.



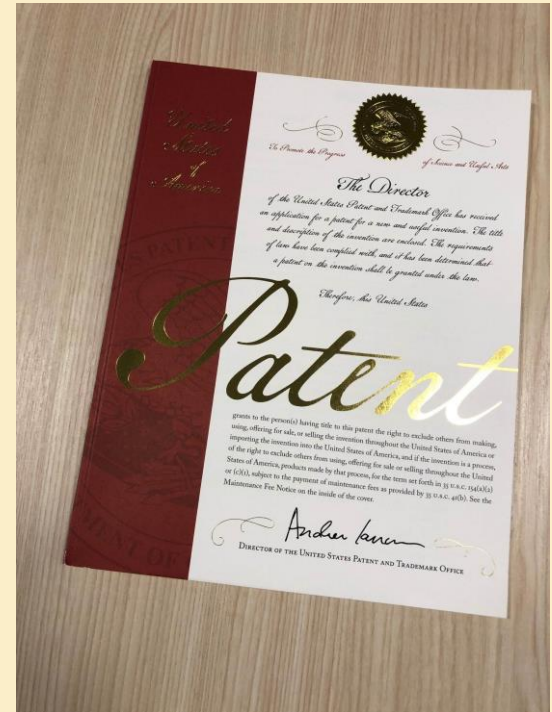
Only option before SimpliCover



# Intellectual Property Status

SimpliCover has US Patent and Canadian Patent pending. ALL materials, packaging, labels, etc. are proudly Made In The USA. Stay tuned for many more versions coming soon! We will have a cover that will handle a quad outlet, a light switch, outlet combo and others.

**PATENTED UNDER  
US PATENT NO. 10,483,680**



# Manufacturing Status

2 versions of SimpliCover are available -- one for the standard outlet design and one for the rectangle outlet design.

There are 2 components to each package: (1) a flat face plate to replace the regular face plate so that there is the least amount of gap when the SimpliCover is plugged in. (This face plate is semi-translucent but can be painted to match any tile color). (2) SimpliCover pan/device with raised sides to accommodate tile or cabinet material.

Instructions are included with each package.

Cost Per Unit- \$1.45 plus labor to pack

Unit consists of Face Plate, SimpliCover pan/device, Pkg & Label/Card

Suggested Retail Pricing is \$16.97 per pkg (one pkg per outlet required)



# Meet the Inventor

After working in the construction industry and high-end tile showrooms for many decades, Lee and Peri Newman for years heard clients voice their upset about ugly electrical outlets getting in the way.

Homeowners complained that they spent so much money making a beautiful backsplash, but the outlets in the middle of it ruined the design they worked so hard to achieve.

The Newman's saw a problem and worked to solve it. Over years of discussion and many prototypes, SimpliCover was created.



*Lee Newman*



*Peri Newman*



Thank You for Your Time  
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