



New BudTrap® the simplest and fastest way to manage headphone tangles.

SYDNEY, November 10 -- BudTrap International (www.budtrap.com.au) has announced the introduction of a new, low-cost BudTrap range of headphone cable management products, engineered to trap your earbuds and avoid headphone tangles. At a breakthrough price-point of \$5.95 AUD, the new design comes in a range of vibrant colours and makes it easier than ever to look after your earbuds. The new BudTraps are available online and as a branded option, which offers companies/groups the opportunity to tap into the 200 million portable media devices sold each year* by putting their brand on a BudTrap.

Sitting on the headphone jack of popular portable devices such as Apple's® iconic iPod® and iPhone® products, Microsoft's® Zune® range and more, the patented BudTrap design not only offers headphone cable/length management during use, but also securely stores your earbuds, tangle-free, on the device when not in use. According to BudTrap, this makes it the simplest and most convenient way to keep headphone tangles under control and, at \$5.95 AUD, also the most affordable.

"Tangles are annoying" stated BudTrap Marketing Manager Nick Bonich, "They eat up valuable time and you miss out on important stuff - an important phone call, or listening to your favorite music - while you are busy untangling your earbuds. That's why we created BudTrap - a low cost, fun and functional product that quickly manages headphone cables and gets rid of that frustration - so you can get on with your life."

BudTrap takes only a few seconds to use and is instantly intuitive. "It's super simple - and fast" stated Bonich, "you simply clip it in, wind your headphones around your device and lock off your earbuds. It takes around the same amount of time as winding your headphone cables around the device - without the tangles".

The small form factor of the BudTrap offers portable users the convenience of headphone cable management, without adding bulk to their device. By design BudTrap stays attached to the headphone jack, making it easy to keep track of, and eliminating the need to carry a separate cable management accessory.

"BudTrap is for anyone who uses headphones with a portable device" stated Bonich. "Whether you are exercising in the gym, listening to music on the train, hiking outdoors, or using a wired hands-free with your phone - BudTrap will save you time and frustration by taking care of those annoying tangles. Plus, because BudTrap comes in 12 fun colours, you can handle tangles and colour coordinate with your device, all at the same time!"

BudTrap is also offering businesses a unique opportunity to get their brand in the hands of millions of customers each day using the BudTrap product as a low cost, high visibility canvas.

"By branding BudTraps, you're putting your brand exactly where it needs to be, front and centre and in your customer's hands" stated BudTrap founder David Cross.

"Consumers are using their iPods® and smart phones multiple times every day - now marketers can leverage this highly visible real estate as a canvas to get their message out there. It's a great alternative to branded shirts, caps, key chains or pens - BudTrap is a low cost promotional product that can help drive improved marketing ROI for your business and, at the end of the day, that's what it's all about".

BudTraps are compatible with most portable media devices and headphone combinations. You can find out more at www.budtrap.com.au.

About BudTrap:

Born on the beaches of Sydney, Australia in 2008, BudTrap International P/L creates unique, innovative products for portable media devices that double as branding/marketing platforms.

For more information, or to request a BudTrap for editorial review or inclusion in a Holiday Gift Guide, please contact **Nick Bonich** (nick.bonich@budtrap.com, (02) 8003 7022).

Media images and videos are also available at budtrap.com/au/press.

* <http://www.mindbranch.com/worldwide-pmp-mp3-r97-3286/>