Aim Cleaning Kits At Costly Repair Bills

WEST SENeca, N.Y. — Digital Cleaning Kits for maintaining digital cameras, PDAs, MP3 players, handheld GPS systems, newer cellular phones with digital media slots and other digital devices are available from Norazza.

The new kits are designed to keep consumer electronics hardware in peak operating condition, as well as eliminate costly repair bills that can be avoided with simple cleaning procedures.

Each kit contains special cleaning cards that clean and polish all connectors inside the digital media slot, while removing dirt, loose particles and carbon buildup. Kits also contain brushes and swabs for cleaning hard-to-reach areas, a micro-fiber cloth that keeps lenses and monitors clean and clear, and wet/dry wipes for exterior cleaning.

Kits are available for cleaning Memory Stick, Compact Flash, Secure Digital, Smart Media and xD Picture Card products. Suggested retail prices range from $9.99 to $19.99.

Also new from Norazza are Ape Cases, portable storage that offers beefed-up protection for digital cameras and other products. Bags are padded, water-resistant, and heavy-duty, and they are sealed with a zipper for extra safety.

Each carrying case has an ape logo guarding the contents, and a bright yellow interior that makes it easy to find a stray memory card or battery. The line includes over a dozen different Ape Case digital camera bags and without accessory compartments, plus a case for media cards and batteries. Suggested retail prices range from $4.99 to $9.99.

Ape Cases for notebook computers and SLR cameras, and Ape Case backpacks for notebooks and digital cameras, will be available in the first quarter.

Solar Power Backpack Charges CE Devices

MONTREAL — A solar-powered backpack prototype has been developed by ICP Solar Technologies, based here, which is teaming with portable storage maker Seapower Manufacturing to bring the product to market.

ICP in integrating its flexible thin-film photo-voltaic technologies into the Seapower backpack, has created a backpack that will allow users to connect and charge portable electrical and digital consumer electronics devices in one convenient and fully integrated package.

Maxell Teams Its Distribution Operation

FAIR LAWN, N.J. — Maxell Corporation of America will upgrade its supply chain logistics through a partnership with Nippon Express U.S.A. for warehousing and distribution operations.

The enhanced logistics and distribution system, with warehousing facilities strategically located at the Port of Los Angeles and in Columbus, Ohio, was announced last month and will be finalized in May.

“Logistics and supply chain effectiveness have become a mission-critical aspect of the customer satisfaction equation,” said Hideaki Numoto, president of Maxell Corporation of America. “Implementing the advanced service will allow Maxell to provide best-in-class response rates and overall service to meet and exceed the expectations and demands of today’s sophisticated retail and end-user customers.”

During the next several months, Maxell plans to transition the distribution of its products to Nippon Express’s world-class logistics systems, technology and network.

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