

Press Information

Hall 4.2, Booth no. 101



D3O and Hama Partner to Deliver Next-Level Impact Protection for Phone Cases

The new line of Hama phone cases with D3O® impact protection offers the most advanced protection for your device, keeping it safe from knocks and drops.

LONDON, ENGLAND — 22 August 2023 D3O, the world's leading impact protection brand, and Hama, Germany's largest audio, video, and multimedia accessories brand, announced a partnership to bring D3O's impact protection technology to a new line of Hama protective phone cases.



The partnership will see D3O integrated into Hama's latest phone case collection, providing consumers with market-leading protection against impact damage. D3O's patented materials are uniquely engineered to absorb and dissipate impact energy, providing a more effective barrier against

impact than traditional materials. D3O produces the world's best protection for people and their things, from the everyday to the extraordinary, and is used by F1 teams, the US Department of Defense, Adidas, Harley-Davidson and many more global brands.

"The size and scale of Hama's business, particularly in Germany, represents a unique opportunity to bring D3O protection to a new audience," said Mostyn Thomas, Global Brand Director of D3O. "Hama is a respected brand with a long history of innovation, and we believe this partnership will be key to keeping people's devices better protected and lasting longer than ever before."

Printable graphics data are available for download in our internet press club www.hama.de/press

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"By working with D3O, we can offer the best protection for smartphones and thus create real added value for consumers. We are already introducing our first mobile phone cases with D3O technology as part of the iPhone 15 release. We will expand the range step by step to other in-demand products" said Robert Molenaar, the Hama product manager responsible for smartphone accessories.

The new line of D3O protected Hama phone cases is set to launch in September 2023. The cases will be available to suit a range of consumer preferences and devices both online and in-store in Germany and the EU.

About Hama

Founded in 1923, Hama today accompanies people in all situations every day with around 18,000 accessory products. Whether it be their smartphone, smart home, smartwatch, TV, audio, computer or photo: every product impresses with high quality, appealing design and innovative functions. The company employs 1,500 people at its German headquarters in Monheim, Bavaria, and around 2,500 worldwide. With 19 foreign locations and numerous commercial agencies, Hama enjoys a global presence. More information can be found at www.hama.com

About D3O

D3O is the world's leading impact protection company that develops and markets the most advanced impact protection materials and products for leading global brands that include Harley-Davidson, adidas, the US Department of Defense, and Fox Racing. From body protection for professional athletes and motorcyclists to helmet liner systems that mitigate against traumatic brain injury, D3O is recognized as the authority on Impact Protection. For more information, visit www.d3o.com

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