

## PRESS RELEASE

### 110 decibels from the cardboard amplifier

**Wörrstadt, 13th February 2018: Thimm Display is producing the 100% ecological cardboard sound amplifier “Amplilib”. The sound amplifier for smartphones works like a megaphone and is impressive with a powerful sound experience of up to 110 decibels.**

Thimm Display is producing the sound amplifier for all common smartphones for the French company Lucy SAS. It operates without electricity or batteries and no Bluetooth or WLAN connections are needed. The funnel-design is based on a classic megaphone which can disseminate sound up to 110 decibels. Lucy SAS found the right partner in Thimm Display for the industrial production of this simple, yet ingenious idea.

Emmanuel Coudrain, Account Manager at Thimm Display, describes the product: “Together with the French developers we tested the production of Amplilib with many different paper types. The best sound experience was produced by a 350g/m<sup>2</sup> FSC-certified solid board which is now used for series production. Amplilib can be printed both on the inside and the outside as we laminate the cardboard together.” The sound amplifier is produced using offset printing with a matte or gloss varnish. There are currently three collections available in the colour variants of blue, green and pink. Ten further models are set to follow in early March. Customised printing is also possible for the business-to-business sector.

The patented sound amplifier is almost as small as a postcard as it is delivered flat-packed. Intuitive unfolding reveals a locking mechanism, fixing the construction in place. All common smartphones fit in the colour-highlighted slot. Two rounded feet provide a stable grip. It is extremely easy to assemble without any extra tools.

The 100% biodegradable solid board makes Amplilib ideally suited for companies who want to communicate with an environmentally-friendly advertising material. Private individuals can purchase the sound amplifier at an attractive price in the Lucy SAS online shop.

### **About Thimm**

Thimm Display is a business division of the Norheim-based Thimm Group. Thimm Group is the leading solutions provider for the packaging and distribution of goods. Its portfolio includes

corrugated cardboard transportation and sales packaging, high-quality promotional displays, packaging systems combining a range of materials and print products for further industrial processing. The company's product offerings are further enhanced by a wide range of associated packaging services covering the entire supply chain. Its customers include prestigious branded product groups from across all sectors. Founded in 1949, the family-owned business has more than 3,000 employees at 19 sites in Germany, Czech Republic, Romania, Poland and Mexico and generates annual revenues of around 570 million euros.

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