



## **Mobile Outfitters announces Magic Installer to streamline the retail experience for mobile device protection**

*Building on the success of its revolutionary on-demand screen protection and personalization products, Mobile Outfitters introduces new innovation for retailers to capture the \$284 billion mobile accessories market*

PHILADELPHIA, PA, November 19, 2021-- Today, smartphones are ubiquitous. Half of the world's population owns one, and the adjacent mobile accessories market offers a \$284 billion opportunity for retailers, according to a 2020 report from Allied Market Research.

The rapid change in mobile technology has made it challenging for stores to keep up with demand. There are always new devices, so stocking all of the most popular accessories, like personalized cases and screen protectors is impossible.

No company has addressed this opportunity more definitively than Mobile Outfitters, one of the fastest-growing firms taking on the mobile device accessories market and a six-year Inc. 5000 award-winner, which has its sights set on solving this issue for retailers.

Mobile Outfitters can protect and personalize more than 3,000 mobile devices with its proprietary, on-demand [RapidCut system](#), which conveniently fits in any retail location and dramatically reduces inventory and returns. RapidCut provides customers with the highest quality scratch protection, impact protection, hygienic protection, and personalization options. And the company's Lifetime Replacement program brings loyal customers back into stores.

According to new data from Mobile Outfitters, retailers that only carry protection products for the top 20 most popular devices are missing 50 percent of potential accessories sales. That's why the company's retail partners, companies like Samsung, GameStop, and Vodafone, report a 20-30% increase in top-line revenue, 30-50% increase in net profits, and a 10% increase in foot traffic and sales.

Now, Mobile Outfitters is set to revolutionize the retail experience again with [Magic Installer](#), a new device that addresses the most common challenges facing retailers: staff training and turnover.

"Customers already love our products, so we're now obsessed with how we can make the perfect product for retailers," Mobile Outfitters co-founder Eric Griffin said. "We've had deep discussions with our retail partners to find out what makes our offering successful, and what else can we do to make it even more successful."

Developed during the last two years, Magic Installer can install Mobile Outfitters' proprietary, protective film and skins perfectly on any mobile device in less than 30 seconds. It's a universal, mechanical device that eliminates any need for training. Store employees simply place a phone on Magic Installer's bed, lock it in place, apply a custom-cut screen protector, roll and release. With more than 80 proprietary parts, Magic Installer works for any phone that is 7" or less, perfectly, without any additional tools.

Before launching, Magic Installer was tested in retail environments around the world, including a dozen countries in Europe, the U.S., and the Middle East. Data shows that Magic Installer reduces installation time, reduces installation errors, and makes training easier. Most stores were completely trained on the new device in one day.

One of Mobile Outfitters's 800 global retail partners is a Proximus exclusive mobile phone reseller located in a commercial center in Waterloo near Brussels, Belgium.

With Mobile Outfitters, the store is able to provide its customers with on-demand device personalization and protection, no matter what phone they own, with the peace of mind provided by the company's Lifetime Replacement program. But with team members focused on helping customers and earning sales, training and turnover created variables that made it difficult to maintain Mobile Outfitter's premium product consistency.

With Magic Installer, the store saw results immediately, reducing training time and improving installation quality, ultimately leading to more customer satisfaction.

"It made our screen protector installation easy to use and convenient because it's very clear how to use it," said Quentin Margery, the store's manager. "With Magic Installer, we will always be able to give the same high-quality installation."

Ultimately, with Magic Installer, the store's employees can focus on increasing sales and improving the customer experience.

A key differentiator for Mobile Outfitters has been its focus on continuous product development, and the launch of Magic Installer marks another milestone. With a mission of "reimagining mobile," Mobile Outfitters has released dozens of iterations of its products while learning from its retail partners. The company's vision is making products that consumers love and having a business model that works for retailers.

Griffin said that the company's goal is to have 5,000 locations and 100 million happy customers by 2031, a decade from now. The company, which has 800 locations around the world, is increasing its focus on retail partnerships to help fulfill its vision.

"Alongside RapidCut, Magic Installer is the perfect companion. What RapidCut did for inventory, Magic Installer is doing for customer experience," Griffin said.

### **About Mobile Outfitters**

Mobile Outfitters is a U.S. manufacturer and consumer brand of innovative mobile accessories with design, manufacturing, and operations located in Philadelphia, PA. Their award-winning products can be found through a network of 800+ locations, distributors, and resellers spanning over 50 countries and six continents. Every seven seconds, a Mobile Outfitters product is installed worldwide making them one of the most loved mobile accessory brands in the world. As one of the fastest-growing, privately-held companies in America, Mobile Outfitters has been recognized by Inc. 5000 for six years. For more information, visit [moutfitters.com](https://moutfitters.com).

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