

DECODED

Together in momentum

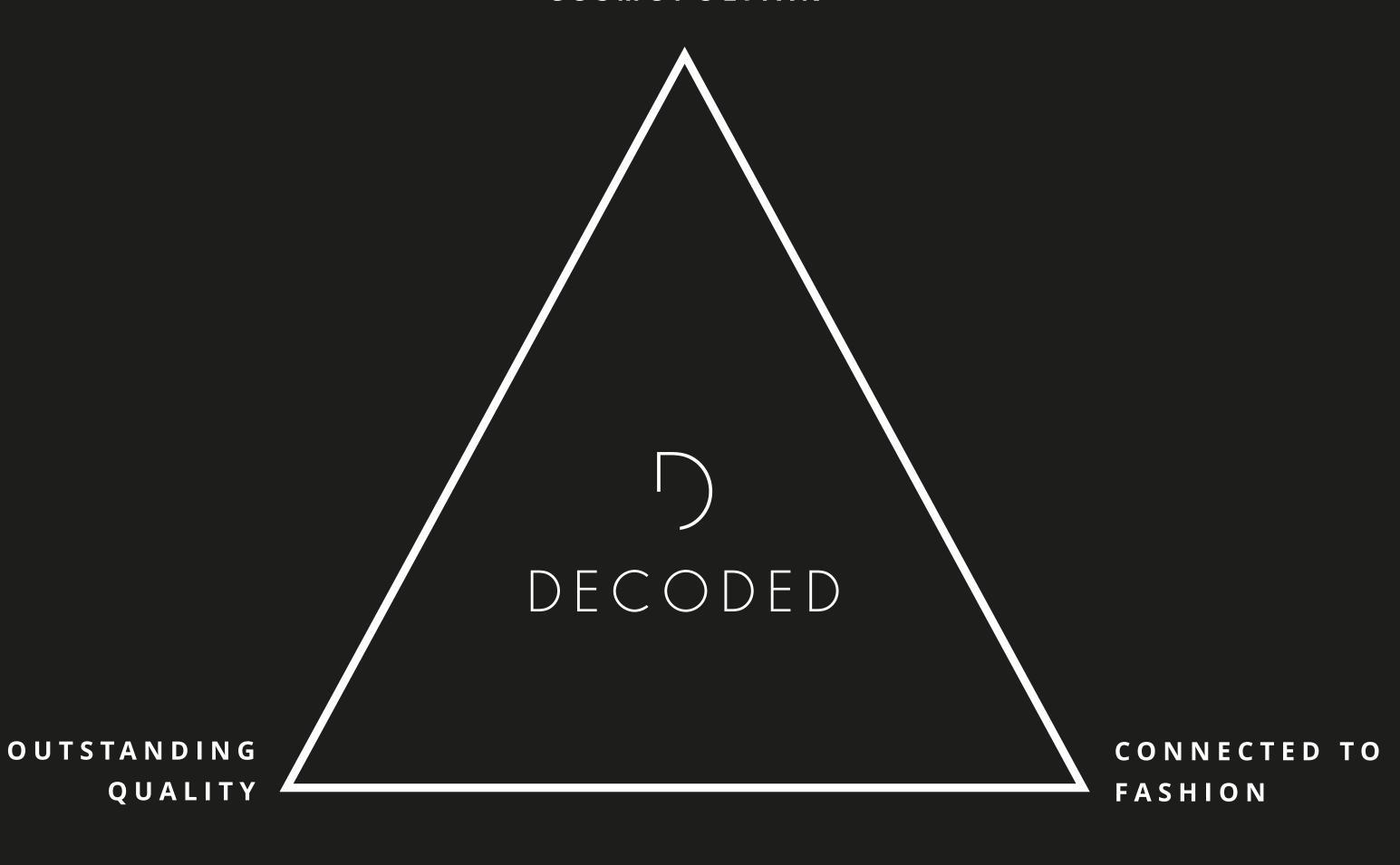
Decoded is dynamic at core, we explore the next generation of gear protection on the intersection of trend and durability at length. We are constantly exploring new ways to improve our line of products.

Decoded is proudly designed and developed in the Netherlands.

We are with you. Keep on moving.

FOUNDED IN 2009
RIDDERKERK, THE NETHERLANDS

COSMOPOLITAN



PASS APPLE TESTING

Decoded cases will securely house your Apple device while not interfering with the device's operation. Our products have been strictly tested by the Apple guidelines on: Drop 1 meter, sensors, reliability, taptic engine, product design, compass, camera and acoustics.



















DECODED collections

INNOVATION COLLECTION

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EVOLUTION COLLECTION

•

CROSS OVER COLLECTION

+

INNOVATION

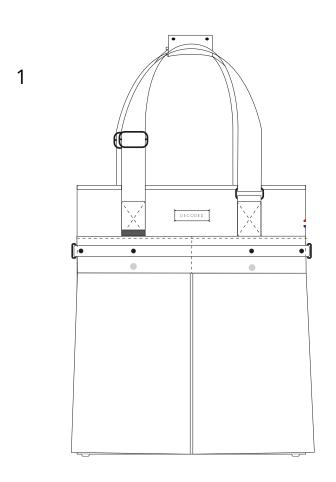
COLLECTION

MOVE FORTH

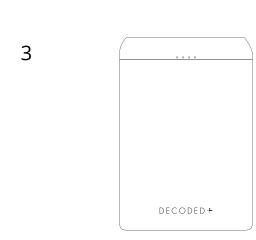
The Decoded Innovation line keeps pushing the boundaries of conventional dynamics. Inspired by our desire to design for the forward and those ahead.

Researching the globe for new techniques, materials and color ways. This is where you move forth

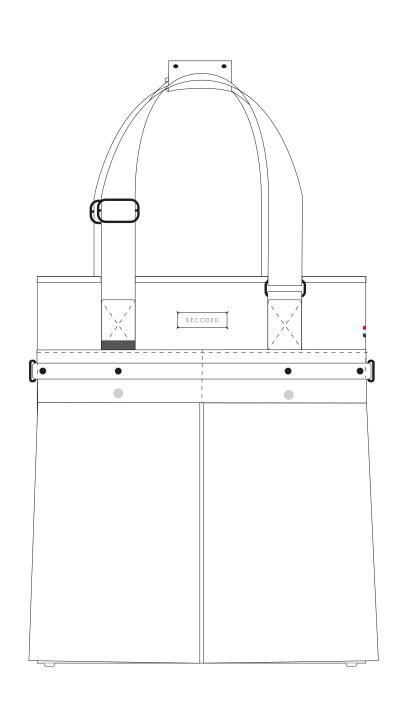
DECODED+









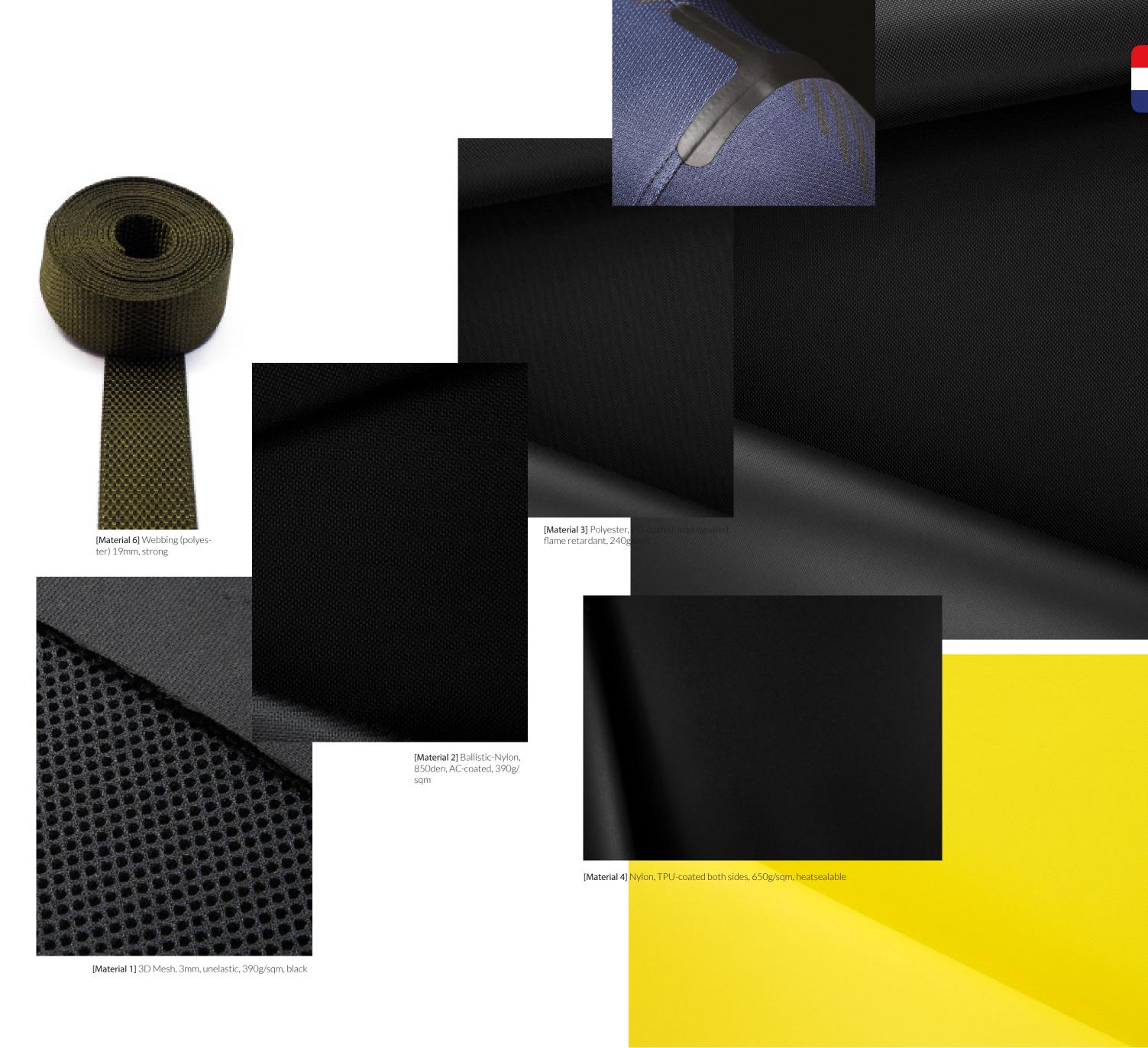


HIGH QUALITY MATERIALS.

water resistant durable Cordura /nylon / luxury feel leather / water repellent taper / reinforced leather / military grade charger

[Material 1 to 4]
Fabrics for the body of the bags. 3D mesh for padding straps. Ballistic-Nylon for rigged shape. Polyester PU coated for flexible sides.

[Material 5 to 6] Webbing for the army look and feel and to secure the sollid shape of the bag. given extra



EVOLUTION

COLLECTION

STOOD THE TEST OF TIME

We can proudly state; the Decoded Evolution line stood the test of time. Stitch by stitch, by movers and makers all over the world, for the past 9 years. Ever since our beginning we have been fine-tuning the Evolution line.





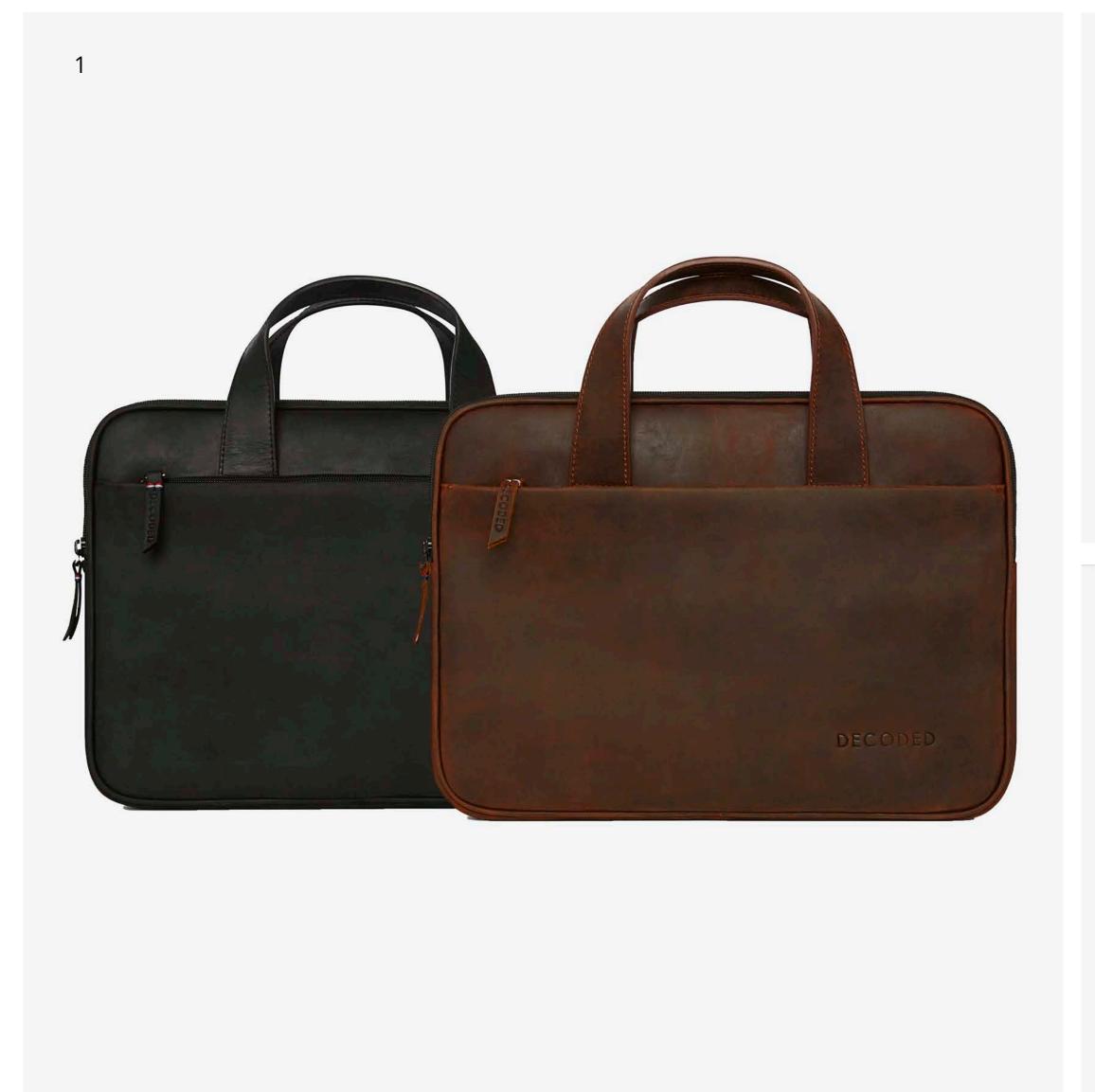


1. Detachable Wallet. 2. Back Cover. 3. Back Cover with Card-slot 4. Slim Wallet. 5. Card Wallet



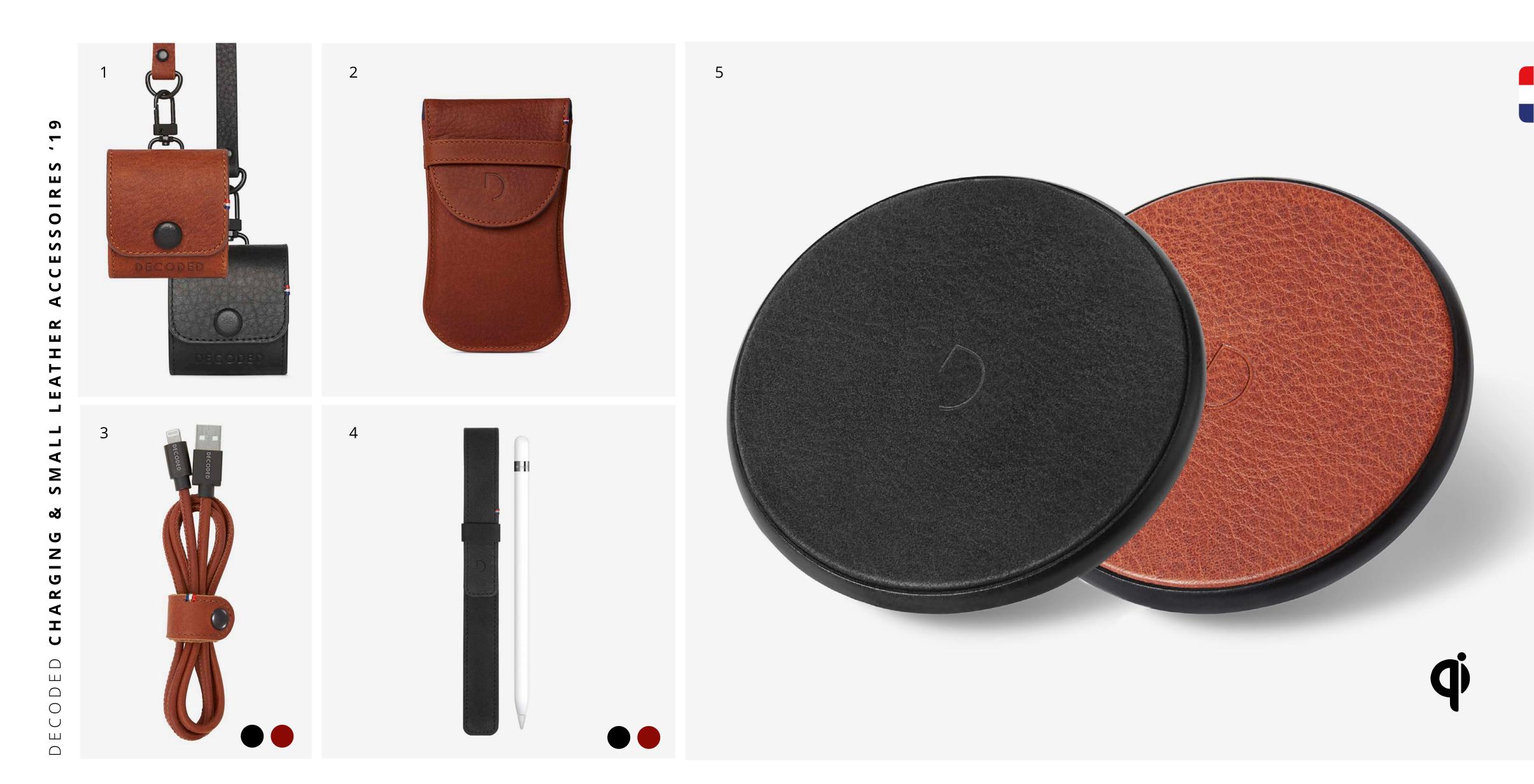
2

1. **New** Slim cover with pencil cut-out for iPad 11"/12.9" 2. iPad cover 10.5"/11" / 12.9"





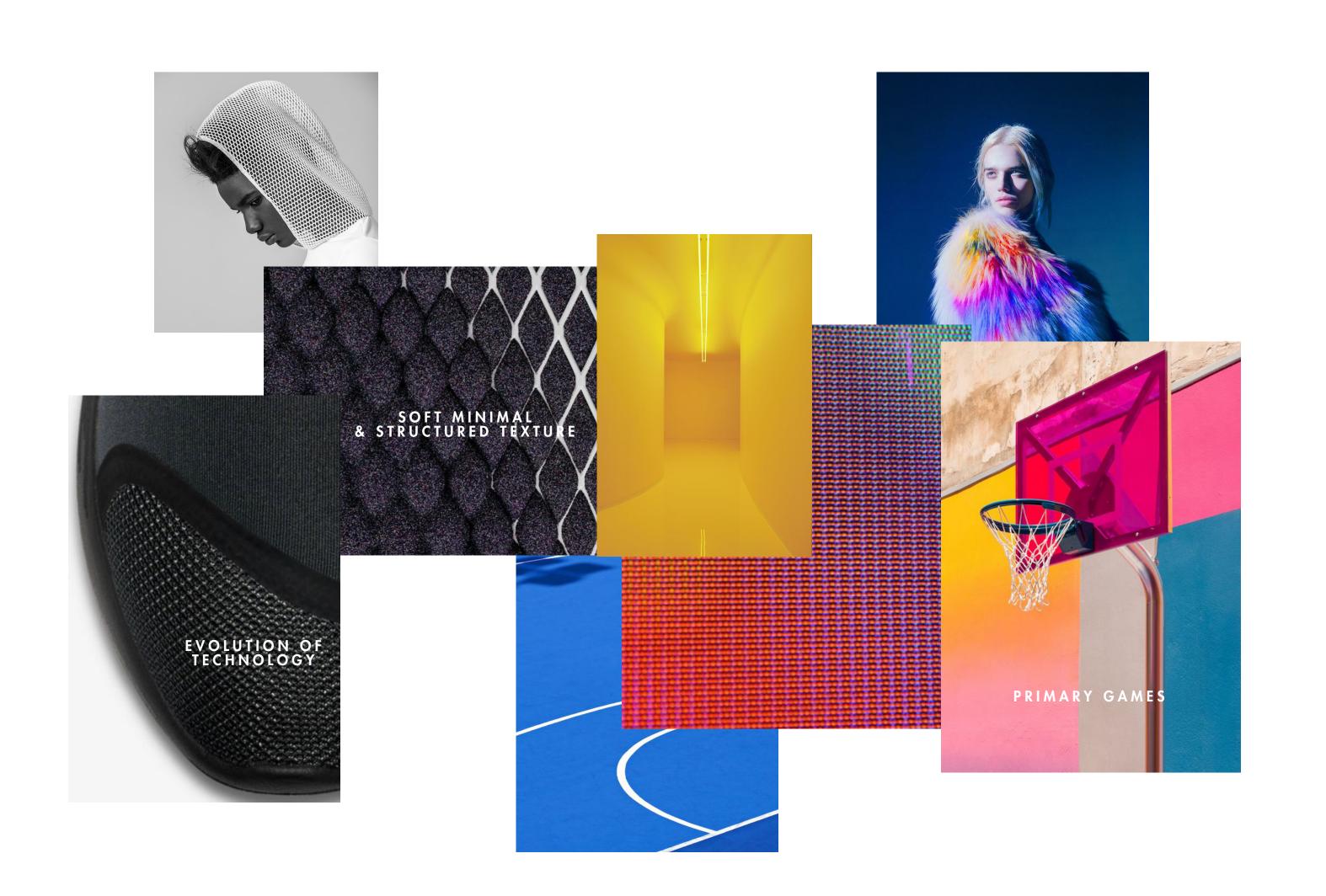




1. AirPods case holder. 2. Magic Mouse pouch. 3. USB Lightning cable (MFI certified). 4. Apple pencil sleeve. 5. Wireless fast charger (Qi certified)

SPRING/SUMMER '19

MOODBOARD









WIRELESS CHARGER

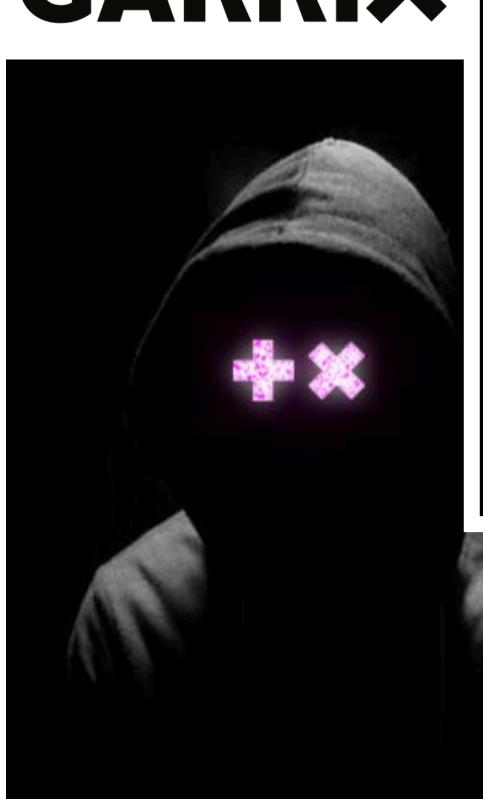
Seasonal Colors

CROSS OVER

COLLECTION

COLLABORATIONS...

Our Crossover line is where you will find our 'out of the box' designs.





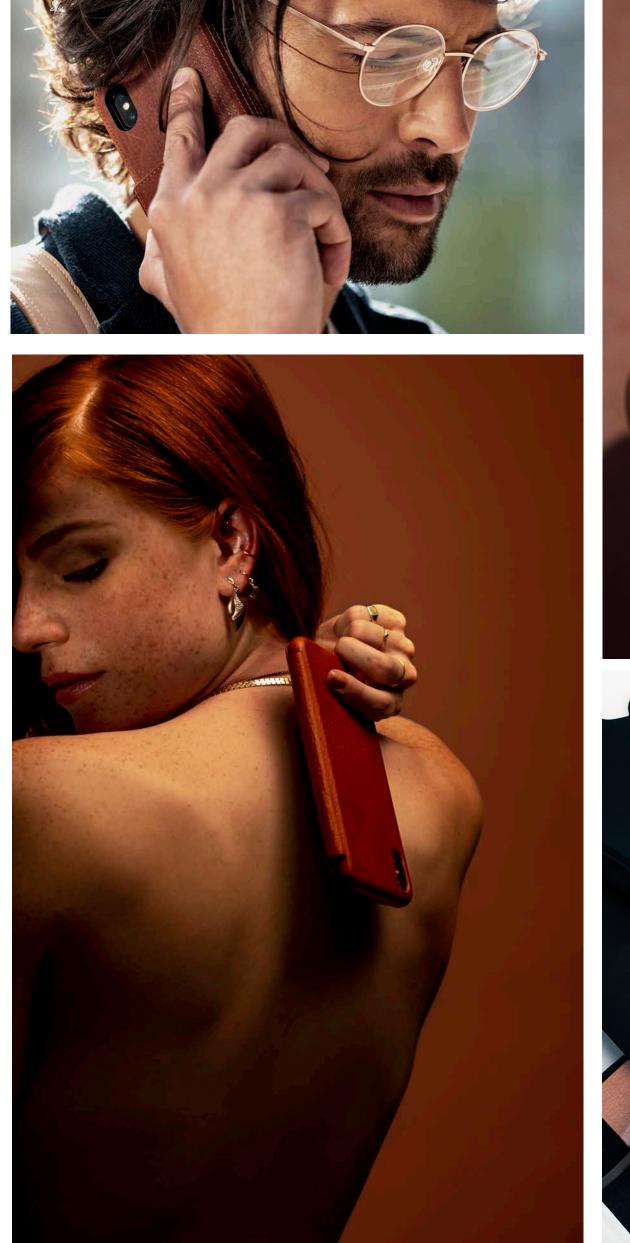


MARKETING

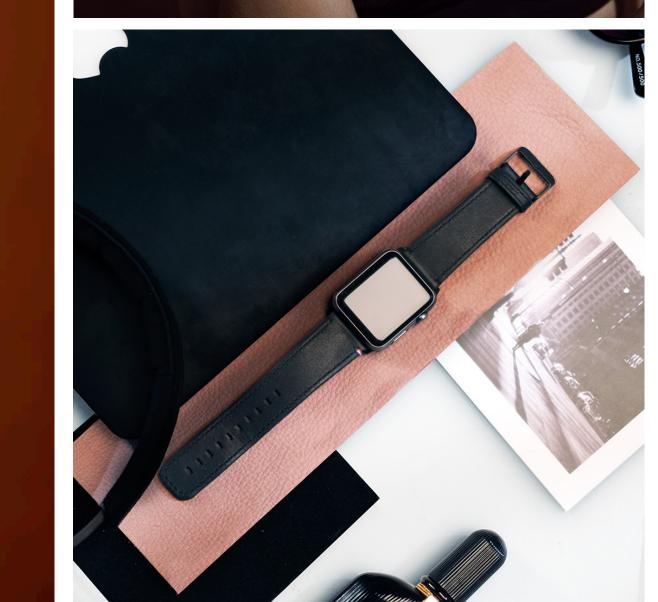
Social media & photography

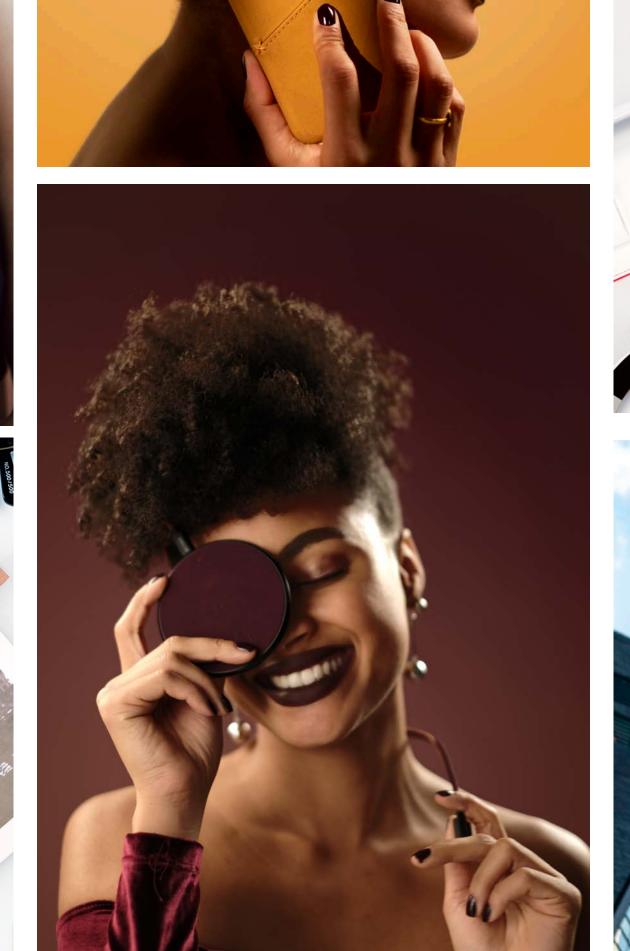










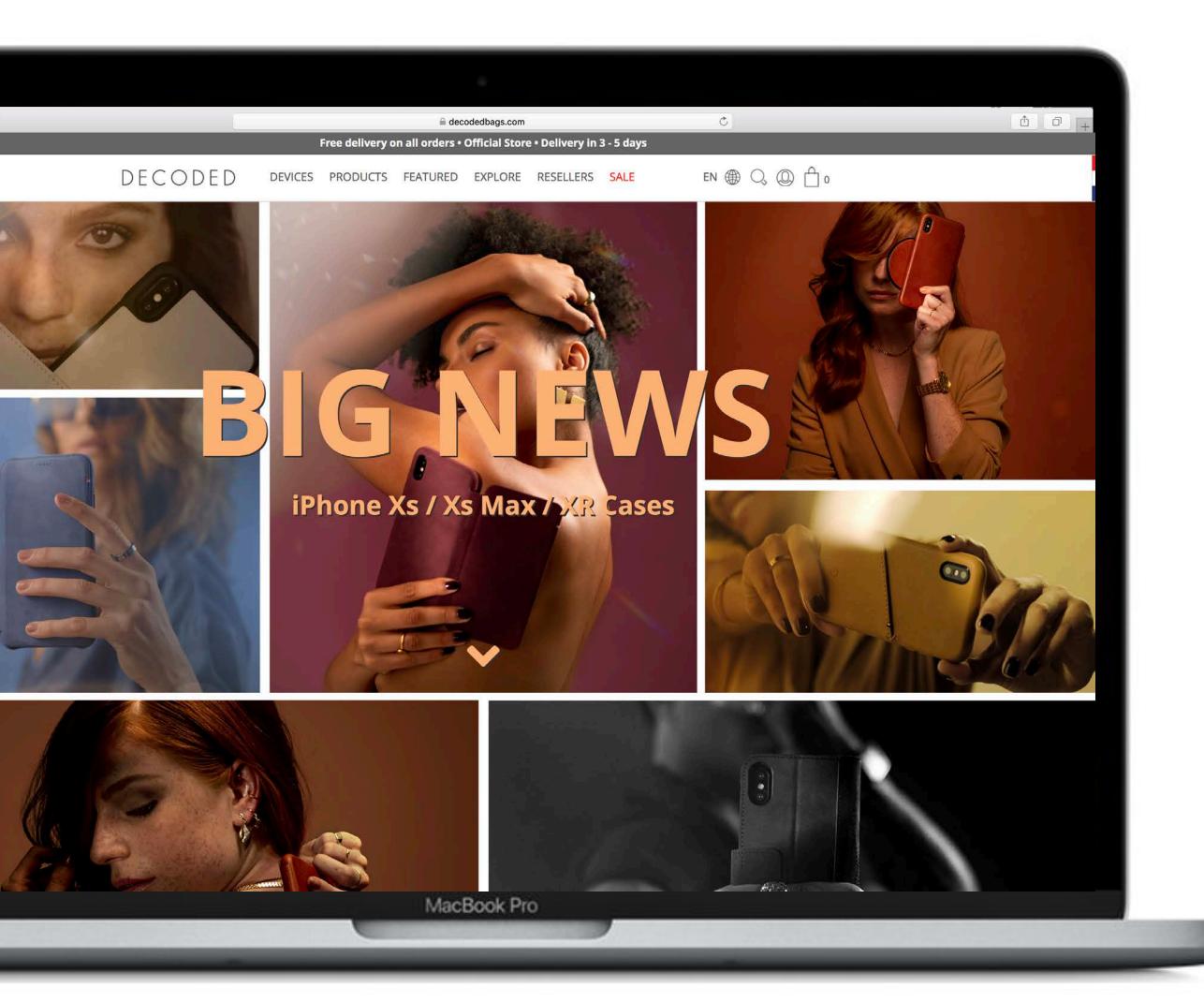


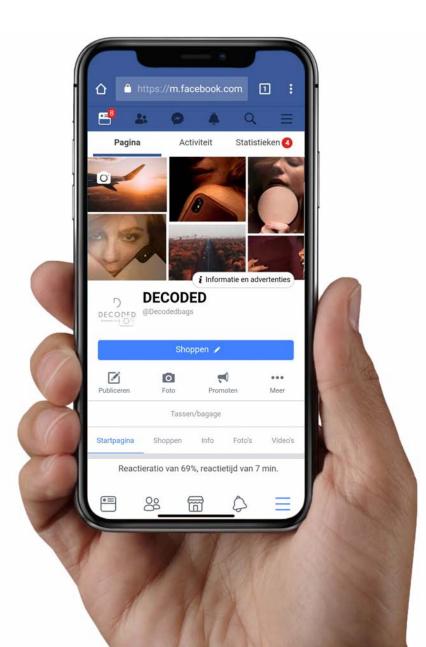


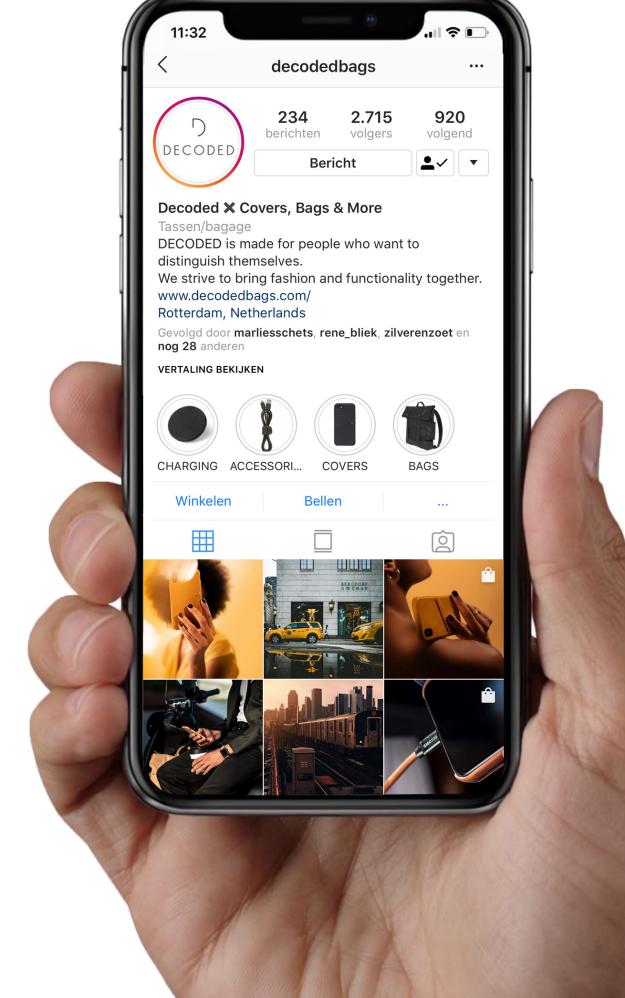




FOLLOW US ON SOCIAL MEDIA







MARKETING ROADMAP 2019

TRADE FAIR

RETAIL OFFENSE

DIGITAL OFFENSE

PR & SOCIAL

RETAIL EVENT

STAFF TRAINING/ INCENTIVE PROGRAMS

BRAND CONTENT FACILITATION

BRAND ACTIVATIONS

RE-LAUNCH WEBSITE

CES 2019

INTENSIFIED SOCIAL ACTIVITIES

REGULAR/ QUARTERLY PRESS RELEASE

PRESS EVENT

PRODUCT/ DESIGN PARTNERSHIPS

TEASE

Create excitement

LAUNCH

Create energy

SUSTAIN

Create business

)

MARKETING ROADMAP 2019

TRADE FAIR

RETAIL OFFENSE

DIGITAL OFFENSE

PR & SOCIAL

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CES 2019 CENTRALLY LEAD

Retail Event (B2B)

Staff training / incentive programs (survey)

Content facilitation Tool (bynder)

Brand Activations

Next step: Win a city trip

R-Launch Website> Supported by: Media/ Affiliate program SEM/SEA Intensified social media activities Regular Press Releases (quarterly)

Press Event

Product releases /

Collaborations (2x per year)



COMING SOON

RETAIL CAMPAGNE

2019

DECODE THE CODE &
WIN A CITY TRIP TO

PARIS

DECODED

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