



FOR IMMEDIATE RELEASE

**PureGear Announces Steel 360™ High-Definition
Tempered Glass Screen Protector with Anti-Chip Edges for Stronger
iPhone Protection**

PureGear Steel 360 also recognized as CES 2017 Innovations Award Honoree

IRWINDALE, Calif., - November 10, 2016 - [PureGear](#) today launched its new Steel 360 High-Definition Tempered Glass Screen Protector, strengthened and fortified to protect your iPhone screen from accidental drops, scratches and other mishaps. Five times stronger than other leading tempered glass brands, Steel 360 is made of Japanese tempered glass with industry leading Touch and Swipe Precision.

Tweet this: *PureGear's new Steel 360 Screen Protector's got your #iPhone protected—5x stronger than others bit.ly/2fkcmjv #CES @PureGear*

PureGear uses an ionic exchange process to strengthen glass, essentially generating a deep compression layer, which acts as “armor,” to give the glass incredible strength. More protection comes from Steel 360’s anti-chip, smooth edges—a result of an added step in PureGear’s development process that scientifically reinforces the borders of the glass. To explain further, the glass cutting process tends to leave jagged edges, making the glass susceptible to cracking and/or breaking. To alleviate this, Steel 360 undergoes the extra step to smooth out the jagged edges.

PureGear is also excited to announce that it has been named a CES 2017 Innovation Awards Honoree for Steel 360 in the Computer Accessories product category. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, independent engineers and members of the trade media to honor outstanding design and engineering in cutting-edge consumer electronics products across 28 product categories.

“People spend hundreds of dollars on their phones and one drop could ruin it. The PureGear Steel 360 High-Definition Tempered Glass protects this investment,” said Mike Cavanah, president of PureGear. “To be recognized as a CES Innovations Award Honoree validates our commitment to premium quality mobile accessories that simplify your life, and we are immensely proud of this honor.”

The PureGear Steel 360 screen protector will be displayed at CES 2017 Booth #9117, which runs January 5-8, 2017, in Las Vegas, Nevada.

[PureGear Steel 360 High-Definition Glass Screen Protector](#) – Currently Available – \$49.99

- Japanese tempered glass / .53mm
- Strengthened and fortified to withstand drops
- Anti-chip edges
- Scratch resistant
- Industry leading touch and swipe precision
- Bubble-free
- Easy install - Perfect Alignment Tray™ included
- Compatible with iPhone 7/6s/6 & iPhone 7 Plus/6s Plus/6 Plus
- Lifetime warranty

For more info on Steel 360, see video here: <http://www.pure-gear.com/videos/steel-360-glass-protector>

About PureGear

At PureGear, we believe wireless technology should simplify your life, not weigh it down. This is why we design reliable mobile device accessories that complement today’s demanding, on-the-go lifestyles that make sense for work or play. We’re also committed to providing you with premium quality at an affordable price. With this in mind, it is our goal to enrich your everyday mobile experiences while respecting your wallet and our world.

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CONTACT:

Tawnee O’Connell

PureGear

626.388.1844

TOconnell@pure-gear.com