

## J-Straps brings the courageous heroes from Shrek's adventures to the world of cell phones

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Be ready for fairytale inspired green

In just a few days the third Shrek movie will open in theaters. Millions of green ogre fans are anticipating the story with excitement and are keen to find out who will become the king of the fairytale country and whether Fiona and Shrek will be allowed to stay in their beloved swamplands. For those who are still coveting more Shrek after seeing the movie, which is about 90 minutes long, Trendwerk77 is launching the cult figures in the form of J-Straps cell phone pendants, J-Straps lanyards and cell phone socks. Here's your chance to individualize your mobile phone in fairytale style!

Trendwerk77 GmbH has made a name for itself as the most cult-oriented license product supplier of recent years with its range of movie, comic and music motifs. As a result, figures such as Manny, Sid and Diego from Ice Age II and the SpongeBob characters have become amazing top sellers among the mobile phone accessories. It goes without saying that Shrek, the donkey and the boot-strapping tom cat and other heroes from a land called Far Far Away definitely have to be part of the line. The movie heroes are available right now, just in time for a simultaneous launch with the third installment of the story. The J-Straps with illuminated signals for incoming calls and SMS are about 3 cm high. Also part of the portfolio are two different lanyards and cell phone socks.

"We are excited about launching the new Shrek characters, after all, the green hero is a true favorite of young and old phone enthusiasts and the perfect addition to our license collection. This will put us in a position to continue our success story in retail. Our licensors recognize the huge interest and the potential inherent in the trendy mobile phone accessory business," comments a pleased Julia Derndinger, managing partner of Trendwerk77.

The Shrek & Co. cell phone accessories are in stores now at a recommended retail price of EUR 4.99.

J-Straps – individual style for mobile phones! J-Straps is a successful brand from Trendwerk77 GmbH which offers trendy mobile phone products. J-Straps straps, mobile phone bags, socks and lanyards are distinguished by their attractive design, high-quality workmanship and, above all, their exclusiveness. Trendwerk77 GmbH, which was founded by managing directors Julia Derndinger and Holger Weißner in January 2004, holds a range of marketing licences for films, comics, sport, art and music, and is a market leader in its field. With twelve employees at its headquarters in Mülheim, Trendwerk77 is constantly developing and marketing new highlights and cult objects for fans of unusual and individual mobile phone accessories. Customers include well-known retail companies, chain stores and distributors in 14 European countries. J-Straps are sold at more than 10,000 points of sale.

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