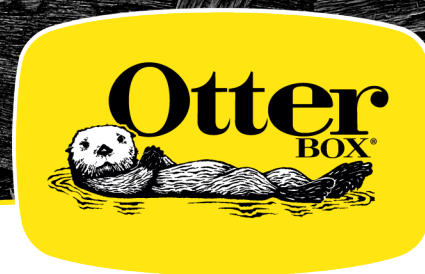


## OTTERBOX BREWS UP

### THE ULTIMATE IN DEVICE PROTECTION



**“Basically, every new device we get for sales or mothership (headquarters) folks will have an OtterBox.”**

**— Tracey Callaghan,**

IT Support Coordinator, New Belgium Brewing

New Belgium Brewing quenches the thirst of beer lovers around the country, producing more than half a million barrels annually. To keep the beverage bubbling and deliveries flowing, the nation's third largest craft brewery has turned to mobile technology; and to keep its technology in working order, New Belgium has turned to neighboring case manufacturer OtterBox®.

The Fort Collins, Colo. brewery was an early adopter, deploying smartphones among its staff beginning in 2006. Tracey Callaghan, IT support coordinator for the brewery, said today most of its 300-plus employees are utilizing smartphones to improve work efficiency – from drivers and facilities managers to sales and executives. Device use varies depending on job function, but regardless of how they are put to work, all new devices are protected by OtterBox.

Callaghan indicated the company was replacing around 10 devices annually due to breakage before considering OtterBox and has now taken to insuring “higher risk” employees, such as drivers, who have to handle heavy kegs and cases around their delicate technology.



“Basically, every new device we get for sales or mothership (headquarters) folks will have an OtterBox, if there is one available for that model,” Callaghan explained. “If folks who have already been outfitted with some sort of case request an OtterBox we will make that exchange.”

OtterBox protective cases are a good fit for New Belgium due to the range of case options. In addition to offering solutions for most of the top-selling devices on the market, OtterBox has case lines for various types of use. For desk-bound executives and a traveling sales force, the Commuter Series® line of cases provides protection in a sleek, pocket-friendly package. For the more physically demanding duties, the Defender Series® line of cases steps up the protection with three layers – a built-in screen protector (depending on the device), polycarbonate shell and durable silicone skin. A holster-style swivel belt clip is also included for easy, hands-free carrying.

No matter the need, OtterBox cases have devices at New Belgium Brewing covered so the company can continue to follow its folly – the pursuit of great beer.

#### **ABOUT OTTERBOX:**

Built upon fundamentals of hard work, innovation and perseverance, OtterBox is a leader in the production of premier protective solutions for global handheld manufacturers, wireless carriers and distributors.

Incorporating creativity and cutting-edge design into every product, OtterBox creates sleek and durable cases that offer reliable device protection to complement any lifestyle.

OtterBox was founded in 1998 and is headquartered in Fort Collins, Colo.

#### **ABOUT NEW BELGIUM BREWING COMPANY:**

New Belgium Brewing Company, makers of Fat Tire Amber Ale and a host of Belgian-inspired beers, began operations in a tiny Fort Collins basement in 1991. Today, the third largest craft brewer in the U.S., New Belgium produces seven year-round beers; Fat Tire Amber Ale, Sunshine Wheat, Blue Paddle Pilsner, 1554 Black Ale, Abbey, Mothership Wit and Trippel, as well as a host of seasonal releases. In addition to producing world-class beers, New Belgium takes pride in being a responsible corporate role model with progressive programs such as employee ownership, open book management and a commitment to environmental stewardship. For more information, visit [www.newbelgium.com](http://www.newbelgium.com).

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