

Product Catalogue



Simply Power 

Simply Brands



WHO WE ARE

Simply Brands Asia Limited is a leading consumer products company, specialising in automotive and lifestyle products.

As a global marketer of high quality and innovative products, our aim is to offer customers the highest quality products at the most competitive prices whilst maintaining our flexibility and high standard of customer service.

WHAT WE DO

- Global Brands • Global Sourcing • Local Teams

Key Locations

Simply Brands has design, production, and distribution centers across the globe

 **HONG KONG**
Cheung Sha Wan
Headquarters

 **UNITED KINGDOM**
Chichester
Design & Marketing

 **CHINA**
Dongguan
Sourcing & QC



We are going GREEN

Sustainability is very important to us.

We understand the importance of balancing economic growth and positive social impact with environmental protection and renewal. So, we aim to meet the needs of people today without compromising their future tomorrow.

We are already tackling

- Climate Change
- Unsustainable Consumption
- Inequality



We are supporting United Nations' **Vision 2030 Sustainability Goals**

We are striving towards **removing all plastic from packaging by 2025**



Interactive Product Listings

View enhanced content about any of our products by simply moving your cursor arrow over a product image and clicking once to be directed through to our dedicated website listing for further details.

As a demonstration, just click on this product to see this interactivity work



ECO RANGE

The Eco range of phone cables is a sustainable edition of our most popular products from the Simply Power Premium Range. The tough outer braiding of the cables is made from 100% recycled material. The Kraft box uses 100% biodegradable paper and therefore removes any plastic from the packaging.

BRAIDED USB CABLES

480Mbps Transfer Speed

- Made from Recycled Bottles
- 9v2a Type-C Fast Charge
- Tangle Free & 1.5m Long
- 10K Bends Survival Rate
- Premium Aluminium Housing
- 480 Mbps Transfer Speed
- 12 Month Guarantee

RECYCLED

1.5 METRE

FAST CHARGE

VEGAN FRIENDLY



NEW

12 MONTH GUARANTEE

USB TYPE C TO LIGHTNING



USB TO MICRO USB



USB TO USB TYPE-C



USB TYPE-C TO USB TYPE-C



USB TO LIGHTNING



10X Longer **10,000**

Bend Lifespan

ECO001	(50/case) 5056563100003
ECO002	(50/case) 5056563100041
ECO003	(50/case) 5056563100034

ECO004	(50/case) 5056563100027
ECO005	(50/case) 5056563100010

12 MONTH GUARANTEE

SUPER CHARGE QC 3.0 USB

WHAT IS QUALCOMM® QUICK CHARGE™ TECHNOLOGY?
Fast charging technologies are becoming increasingly common, and Quick Charge is one of the most frequently used. Qualcomm® Quick Charge technology powers your devices faster than conventional charging, allowing you to spend less time connected to outlets.

THE BENEFITS OF QUICK CHARGE
When paired with compatible devices, a Quick Charge-enabled charger delivers more power, allowing the connected device to charge faster. As one of the most widely used of the fast charging technologies, Quick Charge is already in many of your favorite smartphones. If your smartphone is Quick Charge 3.0-compatible, you can charge up to 80% in just 35 minutes.* To futureproof your chargers, each new Quick Charge generation is backwards compatible, meaning it will work with the generations that came before.

SMART CHIP

OVER VOLTAGE PROTECTION

USB

FAST CHARGE

*Charge up to 4 times faster than conventional 5W chargers. Based on Qualcomm® Quick Charge™ internal tests charging a 2750mAh fast charge battery (1.5C charge rate) and using the maximum power for a thermal limit of 40C for all charging implementations. Charge time based on 0% to 50% (August 2015).

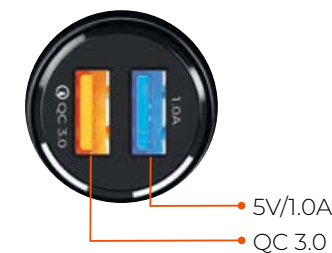


- QC 3.0
- Charge 2 devices at once
- Led Light
- Rubberised finish

Specifications:
• Technology: QC 3.0
• Input: DC 12-32V
• Output: QC 3.0 port 5V/1.0A

Package includes:
1x Car charger (2 USB Ports)

SUSB02 (10/case)
5037409196824

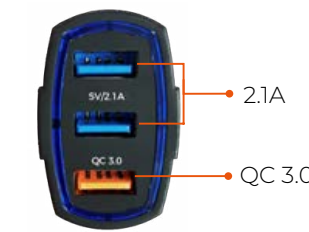


- QC 3.0
- Charge 3 devices at once
- Led Light
- Rubberised finish

Specifications:
• Technology: QC 3.0
• Input: 12V-32V
• Output: QC 3.0 port 5V/2.1A

Package Includes:
1x Car charger (3 USB Ports)

SUSB03 (10/case)
5037409196831

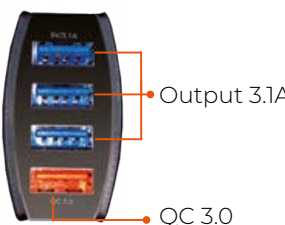


- QC 3.0
- Charge 4 devices at once
- Led Light
- Rubberised finish

Specifications:
• Technology: QC 3.0
• Input: DC 12-32V
• Output: QC 3.0 port 5V/3.1A

Package includes:
1x Car charger (4 USB Ports)

SUSB04 (10/case)
5037409196848



- QC 3.0
- 2 USB Ports + Type-C
- Led Light
- Rubberised finish

Specifications:
• Technology: QC 3.0
• 2 USB Ports + Type-C
• Voltage and current: 5V/2.1A
• Output: QC 3.0 port 5V/2.1A

Package includes:
1x Car charger (2xUSB Ports, 1x Type-C)

SUSB05 (10/case)
5037409196855





FAST CHARGE

- Charges smartphones, tablets, sat navs and many other devices
- 2 x Superfast 2.4amp USB ports
- LED indicator
- Fuse protection integrated

Dual USB Charger¹

BLAC01 Black Edition Charger (12/case)
5037409087337



FAST CHARGE

- 1.5M cable
- MFI (Made for iPhone/iPod/iPad) Lightning to USB cable
- Compatible with iPhones & iPads from iPhone 5 and 4th Gen iPads onwards²
- Charge and sync Apple devices

MFI Lightning Cable

BLAC02 1.5M Black Edition Cable (12/case)
5037409087375

BRAIDED MFI CABLES FAST CHARGE

- Fast charge
- 1.5M cable
- MFI (Made for iPhone/iPod/iPad) Lightning to USB cable
- Compatible with iPhones & iPads from iPhone 5 and 4th Gen iPads onwards²
- Charge and sync Apple devices



Black Silver Rose Gold Gold

MFI Lightning Cable

BLAC03	1.5M Black Cable (12/case) 5037409098081
BLAC04	1.5M Silver Cable (12/case) 5037409098104
BLAC05	1.5M Rose Gold Cable (12/case) 5037409098128
BLAC06	1.5M Gold Cable (12/case) 5037409098142



Braided MFI Cable Type C - iPhone

- Fast charge
- 1.8M cable
- Type-C - iPhone
- Compatible with iPhones & iPads from iPhone 5 and 4th Gen iPads onwards²
- Charge and sync Apple devices

APL01	1.8M Black (10/case) 5037409089188
APL02	1.8M Silver (10/case) 5037409089218
APL03	1.8M Gold (10/case) 5037409089249

Stainless Steel MFI Cable iPhone Cable

- Fast charge
- 1.5M cable
- MFI (Made for iPhone/iPod/iPad) Lightning to USB cable
- Compatible with iPhones & iPads from iPhone 5 and 4th Gen iPads onwards²
- Charge and sync Apple devices

APL04 1.5M (10/case)
5037409092904



3-1 MFI Phone Lead Type C - Lightning - Micro

- Fast charge
- 1M cable
- 3-1 MFI Phone Lead, Type C - Lightning - Micro
- Compatible with iPhones & iPads from iPhone 5 and 4th Gen iPads onwards². As well as Samsung, HTC, LG and Google smartphones. Sync Micro USB devices such as sat navs, car dash cams and other devices

APL05	1M Black (10/case) 5037409098265
APL06	1M Pink (10/case) 5037409098296
APL07	1M Gold (10/case) 5037409098326

BRAIDED USB CABLES FAST CHARGE

Provide strength and durability and significantly reduce the risk of wire becoming tangled or damaged

- iPhone Lightning to USB cable
- Fast charge
- 1.5M and 3M cable
- Compatible with iPhones & iPads from iPhone 5 and 4th Gen iPads onwards²
- Charge and sync Apple devices
- Micro USB to USB cable
- Fast charge
- 1.5M and 3M cable
- Compatible with smartphones including*: Samsung, HTC, LG, Google & many others
- Charge and sync Micro USB devices including sat navs, tablets, digital cameras and many more
- USB to Type-C
- Fast charge
- 1.5M and 3M cable
- Compatible with smartphones including*: Samsung, HTC, LG, Google & many others



Braided Lightning Cables

ICIP04	1.5M Black (10/case) 5037409089188
ICIP05	1.5M Gold (10/case) 5037409089218
ICIP06	1.5M Silver (10/case) 5037409089249
ICIP07	1.5M Blue (10/case) 5037409096186
ICIP08	Purple (10/case) 5037409096476

Braided Micro USB Cables

ICMC03	1.5M Black (10/case) 5037409092904
ICMC04	1.5M Gold (10/case) 5037409092928
ICMC05	1.5M Silver (10/case) 5037409092942
ICMC06	1.5M Blue (10/case) 5037409096506
ICMC07	1.5M Purple (10/case) 5037409096537

Braided TYPE-C Cables

ICTC03	1.5M Black (10/case) 5037409098265
ICTC04	1.5M Gold (10/case) 5037409098296
ICTC05	1.5M Silver (10/case) 5037409098326



ICIP10 3M Cable Black (10/case)
5037409098449

ICMC08 3M Cable Black (10/case)
5037409098463

ICTC08 3M Cable Black (10/case)
5037409098388

Made for iPhone | iPad | iPod



¹Product does not include cable.
²Please note that this product is compatible with Apple products but not endorsed by Apple. Apple, iPhone, iPad & Lightning are trademarks of Apple Inc.

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BRAIDED TYPE C CABLES NEW

TYPE C TO MICRO | TYPE C TO TYPE C | TYPE C TO LIGHTNING
 ROBUST AND HIGH-QUALITY COMPONENTS | 1.5M CABLE LENGTH | DOUBLE BRAIDED | TANGLE FREE | 12 MONTH GUARANTEE



TCMC01	Black / 10 (case) 5037409316499	TCTC01	Black / 10 (case) 5037409316468	TCIP01	Black / 10 (case) 5037409316437
TCMC02	Silver / 10 (case) 5037409316505	TCTC02	Silver / 10 (case) 5037409316475	TCIP02	Silver / 10 (case) 5037409316444
TCMC03	Gold / 10 (case) 5037409316512	TCTC03	Gold / 10 (case) 5037409316482	TCIP03	Gold / 10 (case) 5037409316451

CLASSIC USB CABLES

- 1 metre Nylon Cable
- Compatible with iPhones & iPads from iPhone 5 and 4th Gen iPads onwards?
- Charge and sync Apple devices
- 1 metre Nylon Cable
- Compatible with many smartphones, sat navs, car dash cams and other devices
- Charge and sync Micro USB devices
- 1 metre Nylon Cable
- Compatible with smartphones including*: Samsung, HTC, LG, Google & many others
- Charge and sync Micro USB devices including tablets, sat navs, digital cameras, laptops and other USB Type-C devices



ICIP01	1M Black (10/case) 5037409087474	ICMC01	1M Black (10/case) 5037409087511	ICTC01	1M Black (10/case) 50374090
ICIP02	1M White (10/case) 5037409087498	ICMC02	1M White (10/case) 5037409087535	ICTC02	1M White (10/case) 50374090



USB CAR CHARGERS

- Charges smartphones, tablets, sat navs and other devices
- Two ports: 1 x 1amp & 1 x 2.1amp
- LED indicator
- Charges smartphones, tablets, sat navs and other devices
- 1 x 1amp port
- LED indicator



ICDC01	Black (10/case) 5037409087351	ICSC01	Black (10/case) 5037409087436
ICDC02	White (10/case) 5037409087399	ICSC02	White (10/case) 5037409087450



Explore our large range of phone holders within our Auto section.



www.simply-brands.com

¹Product does not include cable.
²Please note that this product is compatible with Apple products but not endorsed by Apple. Apple, iPhone, iPad & Lightning are trademarks of Apple Inc.