

**Press release: Force Technology International (Force) appointed as the Exclusive Distributor in Australia for Rolling Square – Tech Products that Solve Everyday Problems**

**12<sup>th</sup> September 2024 – For Immediate Release**

Force has been appointed as the Exclusive Distributor of Rolling Square for Australia, the award-winning Swiss-based tech company developing innovative, patented products that solve everyday problems.

Rolling Square is on a clear mission: to design tech products that genuinely improve daily life, one small hack at a time. With a focus on three core principles —functionality, premium quality, and high-end design—they have built a strong reputation for creating award-winning products that truly connect with consumers.

Rolling Square offers an extensive range of innovative charging, tracking, and work-from-home solutions, including the renowned Tau® and Tau® 2 emergency keyring power banks, and the inCharge 6-in-1 cable.



Tau® 2 – Emergency keyring power bank



inCharge 6 – the Swiss Army Knife of Cables



EDGE Pro - MagSafe Kit for remote working



AirCard – Find My Wallet Tracker and Digital ID

Lorenzo Ferraris, Co-Founder and CEO of Rolling Square on appointing Force "Since our journey began in 2014, we've been thrilled to see so many Australians embrace our products online. Now, we're eager to partner with Force in our next chapter in the Australian market, making our products available in retail channels. With Force's unparalleled history of growing brands in Australia, we know we're in good hands."

Carl Bonham, CEO of Force said "The design and quality of the Rolling Square range of products is outstanding. They are thoughtfully designed and well-built to just work – they are the ultimate balance of form

and function. Rolling Square’s commitment to sustainability in their packaging and processes resonated strongly with the team at Force and we are proud to bring them on as a partner.”

Mr. Bonham goes on to say “Previously only available online internationally at the Rolling Square website, we are making Rolling Square available in retail stores for all Australians to experience. The initial interest in the product has been very strong with stock starting to appear on shelves now. The product development roadmap for Rolling Square is impressive and exciting – we can’t wait for what they do next!”

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## **ABOUT FORCE TECHNOLOGY INTERNATIONAL**

Force is a market-leading wholesale distributor and solutions provider in the large and growing mobile accessories market, for over 30 years. Force has a proven track record of delivering innovative solutions that enhance the mobile experience for consumers. Its product range includes own-label, private-label, exclusive brand distribution, and brand distribution, and is distributed to some 3,310 retail stores in Australia.

Force has an established reputation for delivering high-quality products and solutions with a strong market presence, in a \$1 billion wholesale market.

Force was acquired by Stealth Group Holdings Ltd (ASX:SGI) in June 2024, Stealth are a leading Australian distribution group.

## **ABOUT ROLLING SQUARE**

Rolling Square began as an Indiegogo project in 2014.

Two brothers, Lorenzo and Carlo Ferraris, then 24 and 18 years old, launched a product they initially designed for personal use: a tiny charging cable, designed to magnetically snap onto a keychain. With little knowledge of the market, they had modest expectations and thought it would be a fun project.

Nonetheless, their first product, inCharge, became one of the largest crowdfunding campaigns by community size, with more than 30,000 backers and over \$500k raised. As they packed thousands of envelopes by hand in their living room, they realized they were onto something.

With a background in software, the Ferraris brothers shifted fully to hardware product development. Over the following years, inCharge became the #1 keyring cable in the world, and Rolling Square transformed into a multi-product tech brand, selling millions of units worldwide. Their core values remain rooted in good design, high quality, and practical usefulness.

Today, innovation is an integral part of Rolling Square’s process. Most of their products stem from the real needs of their team and community, solving problems that hadn’t been addressed before. Often protected by numerous patents, their best-selling products are not only life-hacking but also unique—you won’t find them anywhere else.