

## **Tim Hickman Launches Hard Candy Bubble Shell Case For 13" MacBook**

Tim Hickman, former GM of Speck Products, has gone independent with a new line of "Hard Candy" hard shell cases for 13" MacBooks and certain PC netbook models.

Smaller portables are more likely to be tossed into a purse or backpack than into a padded briefcase, so they need protection that is always on and stylish. Consequently, hard shell cases are an ideal solution for netbooks and subnotebooks.

Hard Candy Cases is a brand new company whose CEO Tom Hickman started and ran Speck Products from the beginning (2001) until 2006. The company has been working with the same factory for the last 5 years and can produce 40,000 units a month per item, and has also been working with the same logistic partner for the last 3 years and can handle your most complex shipping, drop shipping, packaging, UCC 128, and EDI requirements.

Full story:

<http://www.pbcentral.com/news/viewnews.cgi?id=EkykpyuZlqrLUToGj>

*Date: December 7, 2009*

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Smaller portables are more likely to be tossed into a purse or backpack than into a padded brief case. They need protection that is always on and stylish. Like iPods and cell phones before them, the Netbook and subnotebook generation is looking to protect and personalize their investment.

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Full story: <http://www.applelinks.com/index.php/print/25689/>

*Date: December 4, 2009*



## **Hard Candy Cases Have New MacBooks Covered With Bubble Shell Protection**

Hard Candy Cases introduces hard-shell protective cases for the newest Apple MacBook 13-inch polycarbonate unibody. Bubble shell cases are also available for Asus, Acer, and HP devices.

Full story: <http://www.computingunplugged.com/newsitems/00047045.html>

*Date: December 4, 2009*



## **Hard Candy Cases Hit the MacBook**

Hard Candy's snap-on case covers have focused on netbooks...but now the company has branched out to Apple's 13-inch MacBook and MacBook Pro.

Hard Candy Cases is a newcomer to the computer peripheral and accessory market, and has focused on providing snap-on protective cases for Acer and Asus netbooks. Now the company is venturing into the Apple orchard, announcing new snap-on Bubble Shell cases for Apple's new 13-inch polycarbonate unibody MacBook and for Apple's 13-inch MacBook Pro.

Full story: <http://www.digitaltrends.com/computing/hard-candy-cases-hit-the-macbook/>

*Date: December 3, 2009*



## **Hard Candy Cases, Timbuk2 intro new notebook gear**

Hard Candy Cases and Timbuk2 have each added to their lines of notebook accessories. The Bubble Shell, by Hard Candy, is a polycarbonate cover for 13-inch unibody MacBooks and MacBook Pros. It uses a molded-in bubble design, and is available in six different color schemes including black, blue, red, pink, white and clear. The case snaps into place, maintaining access to batteries and ports.

Additional models are planned for release in future months, including one which offers a more rugged design.

Full story: <http://www.macnn.com/articles/09/12/03/bubble.shell.product.red.bag/>

*Date: December 3, 2009*



**Tim Hickman introduces Hard Candy cases for Apple laptops (MacTech News)**

**Hard** Candy Cases, an electronics accessory startup from veteran iPod accessory-maker Tim Hickman, former GM of Speck Products, introduces t hard-shell protective cases for the newest MacBook 13-inch polycarbonate unibody. Hard Candy Cases ([www.hardcandycases.com](http://www.hardcandycases.com)) are available in six colors: — black, blue, red, pink, white and clear - and come complete with a molded-in bubble...

Full story: <http://ipod.eequalsmcsquare.com/content/tim-hickman-introduces-hard-candy-cases-apple-laptops-mactech-news>

*Date: December 3, 2009*



## **Candy Coat Your Netbook With Hard Candy Cases**

We've seen hard cases for Macbooks for years, but now that netbooks have exploded in popularity, it's their turn. Hard Candy Cases are easy to snap on polycarbonate shells that protect your netbook from every day bumps and scratches. That have a unique bubble texture and are available in several colors for ACER, ASUS and HP netbooks, as well as the Apple Macbook. Prices range from \$34.95 – \$49.95.

Full story: <http://the-gadgeteer.com/2009/11/24/candy-coat-your-netbook-with-hard-candy-cases/>

*Date: November 24, 2009*



## Hard Candy Cases Protect Naked Netbooks

It's always a bad idea to compute without protection, but methods vary according to personal preferences. I'm a padded gear bag kind of guy myself, but you're just carrying a netbook, that can be overkill. So how does one protect a naked netbook? These **Hard Candy cases** might be the answer, but don't get fooled by the name — they're not edible.

The polycarbonate Hard Candy Bubble Shell protects a netbook from bumps and scratches while also providing a little color bling. Netbooks snap into the case, which is custom fitted for specific models, and can easily be removed. For now Hard Candy only offers a shell for the **Acer Aspire One**, **HP Mini** and **ASUS Eee PC 1005** — each of which are \$34.95. White, black, blue, red and pink are the colors to choose from, although a clear case option is there for netbook nudists.

Cases are now available for pre-order with shipping dates in the next few weeks. Hard Candy also protects the 13" MacBook and MacBook Pro laptops, but with a larger size comes a larger price — \$49.95.

Full story: <http://jkontherun.com/2009/11/23/hard-candy-cases-protect-naked-netbooks/>

*Date: November 23, 2009*



## **Hard Candy Cases for Netbooks**

Here's a new interesting type of netbook case which is a kind of like a hard protective polycarbonate shell / coating for your netbook. Hard Candy Cases are what they are called. Currently they only have bubble-type cases available for the ASUS Eee PC 1005HA, Acer Aspire One D250 and HP Mini 110 netbooks.

Available to buy direct at Hard Candy Cases in a variety of colors (all look transparent) for \$34.95. There are plans to add some more popular netbooks to the list as well as making these available in retail stores very shortly.

Full story: <http://netbooked.net/blog/hard-candy-cases-for-netbooks/>

*Date: November 23, 2009*

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## Hard Candy Bubble Shell for Asus and Acer Netbooks

Hard Candy Cases announced the launch of its Bubble Shell line of hard-shell protective cases for netbooks and the first two Bubble Shells to be shipped are crafted for Asus Eee PC 1005HA and the Acer Aspire One D250 10.1-inch netbooks.

Full story: <http://www.itechnews.net/tag/hard-candy-netbook-case/>

*Date: November 23, 2009*

# NetbookTech

## Hard Candy Cases announces new “Bubble Shell” netbook cases

Hard Candy Cases, a company led by Speck Products founder Tim Hickman, <http://www.hardcandycases.com/hp-bubbleshell.html> announces the first ever hard-shell cases for netbook systems today – the Bubble Shell. Available initially for the 10.1 inch ASUS Eee PC 1005HA (below) and Acer Aspire One D250 (above), the new “Bubble Shell” case provides protection from scrapes and scratches while adding a bit of “personality” to netbooks.

Other features include a polycarbonate shell, easy to use snap-on/always-on design, bubble texture, and choice of six colors (black, blue, red, pink, white, and clear).

Each Bubble Shell case is priced at \$34.95 and can be purchased directly at [www.hardcandycases.com](http://www.hardcandycases.com). A Bubble Shell case for the HP Mini 10.1 inch netbook is expected at the end of December for the same \$34.95 price. The company expects to release additional products throughout the coming year.

Full story: <http://www.netbooktech.com/tag/hard-candy-cases/>

*Date: November 23, 2009*



### **Hard Candy Bubble Shell Cases**

Add some individuality to your Notebook with the snap-on Bubble Shell Cases by Hard Candy Cases. Made of a Polycarbonate shell it will protect you computer from bumps and scratches and the shiny bubble texture will of course be a good conversation piece when flirting with the boy next to you in class. The cases are model specific and there are various colors from which to choose including clear, white, black, red, blue and pink. **\$35.**

Full story: <http://www.hipsterchic.com/hard-candy-bubble-shell-cases/>

*Date: November 23, 2009*

## Hard Candy Bubble Shell for Asus and Acer Netbooks

Hard Candy Cases announced the launch of its Bubble Shell line of hard-shell protective cases for netbooks and the first two Bubble Shells to be shipped are crafted for Asus Eee PC 1005HA and the Acer Aspire One D250 10.1-inch netbooks.

Hard Candy's polycarbonate Bubble Shell protects your netbook from scrapes and scratches while adding personality to your Netbook. It has a easy-to-use Snap-on Always-on design and offers complete access to all batteries and ports.

The Bubble Shell is available in black, blue, red, pink, white and clear colors and comes with stylized bubble texture detail. The cases will be shipped on 4 December and the price is \$34.95.

Full story: <http://www.samsungdatacables.net/?p=302202>

*Date: November 23, 2009*



## **Hard Candy Cases are Colorful Hard Shell Cases for Netbooks**

So you have a netbook and you plan on traveling with it a lot. You're going to need to protect it from the rigors of travel, so how about using **Hard Candy's Hard Shell cases** which will not only protect it from scratches and bumps, it can also add some color and punch. These snap on cases are available for the Asus EEE PC, HP Mini, and Macbook Pro 13". The Bubble Shell versions are available in several colors including white, clear, blue, red, pink and black for \$34.95.

Full story: <http://www.chipchick.com/2009/11/cases-for-netbooks.html>

*Date: November 22, 2009*