



For Immediate Release

For more information, contact Hug-A-Plug at cs@hugaplug.com or 800-630-1740

Michigan man invents Hug-A-Plug adapter

Adapter plug allows cords to be plugged in parallel to wall; furniture and appliances can rest closer to wall without cord damage

BRIGHTON, Mich. – The same thing had happened twice to Bob Green within a couple of days: He'd tried to plug a cord into an outlet behind a piece of furniture, only to have the curl of the cord stick out so far that the furniture could not be placed flush against the wall without causing damage to the cord or plug.

He went to the hardware store – several, in fact – in search of an adapter that would allow the cord to lay flat against a wall instead of sticking out perpendicular to the wall. He was surprised when he found nothing.

Not one to retreat from a challenge, Green got to work. He set about designing an adapter plug that would allow cords to be plugged in parallel to walls. His work culminated in the creation of the Hug-A-Plug, a 125v 15a adapter plug.

What started out as one plug will eventually grow into a line of quality current taps and adapter plugs designed to meet a variety of needs, according to Green. The first plug, a dual outlet grounded model, will be released for sale in March 1, 2010. Several additional models are in development, including a six outlet version. Hug-A-Plug's functional design and simple appearance is both attractive and inconspicuous.

"I knew that other people must have had the same experience that I had. An adapter of this style will have many applications around the house and office," says Green, a Brighton, Mich. resident and retired foodservice executive.

"Hug-A-Plug is very convenient, and it will improve the look of any room or countertop by allowing furniture and appliances to be pushed against a wall instead of sticking out into a room," he notes.

The versatility and usefulness of Hug-A-Plug were affirmed at the May 2006 National Hardware, Lawn and Garden Show, where Hug-A-Plug was awarded the Retailers Choice Award for Innovative Products by Do-It-Yourself Retailing's magazine Retailers' Choice Panel.

Green is proud that his company is based in Michigan, and the product is manufactured entirely in the USA. "I think that I and other inventors can inject some life into our ailing economy," he says. "All it takes is recognizing a need, and finding a way to meet that need."



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Quick Facts:

- Headquarters: Brighton, Michigan
- Manufactured in Decatur, Indiana
- In Business Since: 2006
- Target Market: Homes and offices using standard electrical outlets
- Status: Privately held
- Mission: Produce products that solve a common problem, are of the highest quality and provide the best consumer value in its class

The Hug-A-Plug Story:

Hug-A-Plug, Inc. manufactures and markets high quality, value added electrical current taps and adapter plugs for the home and office. Founded in Brighton, Michigan, all of our products are made in the USA and carry a lifetime replacement warranty.



Hug-A-Plug was designed to solve two common problems when connecting power cords to standard outlets: minimize the space required to plug a cord into an outlet, and reduce damage to cords. As long as we were designing a new plug, we thought "why not make them high quality, pleasant to look at and easy to use?" So we did. We think you will agree.

We take pride in the quality of our products and that they are made in the USA. Our products are designed to provide solutions to problems encountered when connecting cords, chargers or transformers to outlets. You will appreciate the improved safety, appearance, convenience and added space when you use Hug-A-Plug.

Benefits

- **Safety:** Virtually eliminates potential fire and electrical shock caused by damaged electrical cords and plugs at outlets.
- **Space:** Hug-A-Plug maximizes available floor and counter space in kitchens, bathrooms, bedrooms... throughout your home, office or business.
- **Convenience:** As easy as plugging a cord into an outlet. No tools required, no outlet covers to remove. Simply insert Hug-A-Plug into any outlet and it's ready to use. Easily moved from outlet to outlet as you require.
- **Functional:** You will be amazed how much easier it is to use outlets with Hug-A-Plug. Connect cords in places and ways never before possible.
- **Quality:** Hug-A-Plugs not only look good, *they are good*. Made entirely in the USA of high quality material to exacting standards, you won't find a better plug anywhere.
- **Appearance:** Every outlet looks better with a Hug-A-Plug. Try one! They will look great in all your electrical outlets.



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FAQs about Hug-A-Plug

What is Hug-A-Plug?

Hug-A-Plug is a 15a 125v right angle current tap, often referred to as an adapter plug. It is designed to fit behind furniture or in other tight spaces so cords can be inserted on the sides of the Hug-A-Plug, allowing furniture to sit flush against a wall without damaging the cord.

When was Hug-A-Plug created?

The idea originated in 2004 and the first working prototype was completed in 2006. The patent and trademark were issued in 2007, Underwriters Laboratories Listing was received in November 2009 and Hug-A-Plug is being released for sale March 1, 2010.

Where can I use Hug-A-Plug?

You need Hug-A-Plug in every outlet that is behind furniture, appliances, desks, file cabinets, etc. Why? These are the areas with the greatest chance for cord damage and resulting electrical shock or fire. You will want a Hug-A-Plug in outlets behind appliances on countertops; and anywhere else you need extra space, greater safety or improved appearance. *Really*, anywhere you have an electrical outlet you will find a use for Hug-A-Plug.

How is Hug-A-Plug safer than other adapters?

When plugs are inserted in outlets behind furniture, they can be pushed against the wall in such a way that the cord can become kinked. This creates the risk of an electrical fire. According to the U.S. Consumer Product Safety Commission, more than 40,000 home fires annually are attributed to home electrical wiring. Often, arcing of the cord is the source of the fires. Hug-A-Plug connects the cord parallel to the wall reducing the chance of damage, thus eliminating the danger of fires caused by kinked cords.

Are there different models?

Keep checking our web site, several other connection solution models are in the design stage and will be available later in 2010 and 2011.

How about colors?

Hug-A-Plug is available in white, ivory and brown. Several "fun" colors are planned for use in the kid's room.

Where is Hug-A-Plug made?

Headquartered in Brighton, Michigan, Hug-A-Plug is made in the USA, including all material and packaging.

Is this a quality product?

Yes, Hug-A-Plug is made from quality materials to last a lifetime. In fact, if the plug ever fails due to defects in quality of material or workmanship, Hug-A-Plug will replace the plug at no charge, no questions asked.

Where can I buy a Hug-A-Plug?

Hug-A-Plug will be available online at www.hugaplug.com March 1, 2010. Ask your favorite hardware or home center when they will have Hug-A-Plug available.



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A Brief History of Hug-A-Plug

April 14, 2004	First came up with idea for an angled plug
April 16, 2004	Unable to find one, decided to make an angled plug
May 5, 2004	First SLA concept model of plug produced
August 4, 2004	Started Patent search
February 4, 2005	Selected Hug-A-Plug for name
July 15, 2005	Applied for Hug-A-Plug Trademark
October 15, 2005	Applied for US Utility Patent
February 10, 2006	First working prototype plug produced
April 6, 2006	First application for UL listing
April 6, 2006	Web site launched
May 9, 2006	Won Retailers Choice Award for Innovative Product at 2006 National Hardware Show
November 2, 2006	Date of Incorporation
May 22, 2007	Utility Patent # US 7,220,136 B1 issued
June 19, 2007	Applied for Design Patent
November 6, 2007	Hug-A-Plug Trademark Register # 3,330,062 issued
July 21, 2009	Design Patent # US D596,571 S issued
July 17, 2009	Applied for additional Design Patent
October 16, 2009	Sent final design prototype to UL for listing
November 2, 2009	Hug-A-Plug receives UL approval for listing
March 1, 2010	Scheduled Product Ship Date