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## CHARLOTTE DESIGNERS CREATE INNOVATION THAT KICKSTARTER LOVES

> [For Immediate Release](#)

Charlotte, N.C. – January 23, 2014

### **The Internet is Abuzz with Gigs 2 Go**

Charlotte based BOLTgroup, a design innovation firm, created a paper-pulp piece of technology and completed a successful Kickstarter campaign that collected close to \$18,000.

Tech geeks and design aficionados from as far away as Australia, Slovakia, and Switzerland have generated international interest through the web and given financial backing through Kickstarter. The money is being used to pay for molds and initial production, expected in February of this year. Monty Montague, a principal at BOLTgroup stated, "We design products for clients around the world but with Gigs 2 Go our goal was to develop our own creative idea, built around our interest in environmental sustainability, and then bring the idea to fruition without external ties. And there are more ideas to come!"

Gigs 2 Go is the first thumb drive designed to be shared. Made from recycled paper pulp, this inexpensive, credit-card-sized pack of 4 USB thumb drives is an easy way to "Tear-and-Share" large files.

BOLTgroup introduced Gigs 2 Go on the web as a blue-sky concept in March 2013, and drew international interest from marketing professionals, designers, photographers, and gift stores specializing in contemporary design. We've since partnered with US-based CustomUSB to produce Gigs 2 Go, which will ship in February.



### **More About the Product**

Gigs 2 Go is made from recycled materials, so you feel comfortable leaving a tab with a colleague or client. The chip-on-board style memory is shockproof and waterproof, so it doesn't need a cap. It's renewable, lightweight, and durable. And because the USB tabs are made of paper, they are easy to write on for labeling.

- more -



Charlotte Designers Create Innovation that Kickstarter Loves

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More info and images: <http://gigs2gousb.com/>

Watch the Gig2Go story on Kickstarter's 2-minute video:

<http://www.kickstarter.com/projects/1810233668/gigs-2-go-tear-and-share-thumb-drive-pack-in-recyc>

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#### About BOLTgroup

BOLTgroup, headquartered in Charlotte, N.C., is an award-winning design and innovation firm. Through *Innovation Realized* we create demand and preference for our clients' products and brands. Founded in 1985 BOLTgroup works with clients worldwide—from Fortune 50 corporations to entrepreneurial start-ups—on creative product + brand development programs including user research, business strategy, innovative design, and complete implementation.

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