

SUPEROVER INSURANCE PRESS RELEASE

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Supercover Insurance moves into to Scotland.

Supercover Insurance, the UK's longest-established provider of mobile phone, computer and gadget insurance, has appointed 33-year-old Bernie Nunn to develop the business in Scotland.

Bernie, originally from Chelmsford, Essex, but a Perthshire resident for ten years, is tasked with developing new outlets for Supercover's insurance products - Supercover's gadget policy can be white-labelled into any retailer or repairer's branding and sold to customers as an own-brand product. Premiums to customers start at £2.49 a month.

The "white label" policy, which can be branded in any business' trading style, can typically generate around £30,000 profit for each store selling it over a 24-month period assuming two policies are sold each day over a 25-day working month.

The policy includes gadget insurance cover for mobile phones, satnav, netbooks, MP3 and MP4 players and other consumer-portable high-intrinsic-value items – including power tools – and includes 3GB of back-up and storage for relevant items at no extra cost.

Bernie said: "There's a clear revenue opportunity for resellers; insurance used to be seen as a purchase to resist, but modern-day insurance for 21st century gadgets – phones, MP3 players, PCs, even SatNavs – doesn't just insure against the cost of losing, breaking or having an item stolen, it also protects the content: contact details, photos, recordings and so on.

"Gadget insurance now includes automatic back-up of data and content, and while you can put a price on the cost of, say, music downloads – things like phone numbers, photos and valued content can be priceless and utterly irreplaceable."

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Supercover Insurance began life as Mobile Phone Supercover Ltd in 1995 to provide extended warranty for mobile phones only. In 2005 the business expanded to include cover on mobile phones and other essential everyday electronic items to include laptops, PCs, satellite navigation systems, iPods, MP3 players, TVs and more. In order to reflect the diverse product range being offered, the company's name was changed to Supercover Insurance. Supercover now has a strong, ever-increasing base of around 1,000 channel partners across the UK and the Republic of Ireland, with a customer base exceeding 100,000 consumers.