

SUPERCOVER INSURANCE PRESS RELEASE

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Supercover Insurance tackles “life crashes” in Scotland.

The UK’s leading provider of mobile phone, computer and gadget insurance has launched in Scotland.

Supercover Insurance, the longest-established insurer in its field, creates insurance products which can be branded in the name of high street and online retailers alike, and offered to customers.

Perthshire-based Bernie Nunn, who heads up the new Scottish wing of the business, says that while consumers have traditionally resisted spending on cover for phones, PCs and gadgets, such is the current-day value of their content that there is a fast-moving upward trend in demand.

“Empty your bag and your pockets, and if I took any one of the items you laid in front of me, then I’d be wiping out a good part of your business and social life; I’d be causing a ‘life crash’: furthermore, I’d wager that most people wouldn’t guess that the average Scot carries around £850 worth of hi-tech,” said Bernie.

“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.

“What Supercover creates is an insurance product that retailers and resellers can offer to customers alongside the sale of any form of gadget – and our expertise and buying power in the sector means we can provide cover, including free data back-up, for a no-hidden-costs £2.49 a month.

“The insurance can be provided in either our own name, or branded in the colours of the business offering it to its customers – independent mobile phone stores, computer shops, general retailers and so on.

“On average every person leaving home with a bag or briefcase is carrying £851 worth of gadgets.

“But our research indicates that less than 50% of high-value consumer-portable equipment – gadgets – are insured for loss, theft or damage – or back-up.”

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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.