

# **SUPERCOVER INSURANCE PRESS RELEASE**

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## **Netbook theft rockets – but 60% remain uninsured.**

Niche insurer Supercover says PC retailers and repair shops have a big opportunity to re-boot their economic recovery sales by providing own-brand insurance cover on the rush of netbook purchases in the UK – more than half of which are not insured.

Carmi Korine of Supercover Insurance says that netbook sales and usage are rocketing as prices come down and mobile providers and retailers give them away as part of their mobile broadband landgrab.

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.

"Netbook theft is growing at 25% a year, but our research indicates that around 60% of netbooks are not covered by insurance – this should be a concern for the owner, and an opportunity for PC retailers and repair shops to provide a genuinely valuable added-value product or service," said Carmi Korine.

"Netbooks are more steal-able than just about any other piece of tech kit. They are small and easily snatched from bags or bar tables and then hidden, and they don't have the built-in disablement feature that kicks in when a mobile phone, for instance, is stolen."

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.

Ends

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Notes:

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 Plc. 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.