



PRESS RELEASE

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New customizable extensible power strip

ELLENSBURG, Wash., May 15, 2019, 9 a.m. / - BLK LA is pleased to announce that their newest product, an extensible socket extension that will be available at department stores such as Walmart, Target, Fred Meyer and Safeway on May 22, 2019.

“Socket-2-em is a product that we’ve never seen before,” said one distributor. “Being able to attach single power blocks and make your own power strip is a different technology than what we’re used to.”

Blk LA created a new look to the old reliable power strip that has stayed relatively the same for over 50 years. With Socket-2-em, users are able to lend a socket to their friends when they ask if there's an outlet to charge their mobile device. Having a two and three prong adapter allows consumers to take advantage of the availability of an extra outlet and charge multiple devices at once. This feature also enables users to plug in multiple utilities such as a TV or stereo system.

Customers can attach up to eight sockets to each other to create a power strip, or they can easily detach the strip for personal use. Socket-2-em can be purchased in a pack of six with 1200 watts in the strip or pack of three. This product comes in black and white and can be mixed and matched to create the perfect organized office space or room users desire.

“I am thankful for this opportunity to be part of the blk LA product development team here in Ellensburg, WA and I can’t wait to share my experience and the experience of others to create a positive and unique atmosphere for other team members,” said Rezaline Gappe. “Socket-2-em is the first of many products that we strive to improve and my team is excited to announce our newest improvement to this product that will be available for purchase in 2020.”

BLK LA realizes the importance of products being environmentally friendly, which is why we have decided to package all products in eco-friendly material that is also biodegradable. Recently partnering up with Simple Energy, our next goal is to create an extensible outlet that also saves energy by including APS technology. With this technology, Socket-2-em would have a feature that allows users to set a time or use a remote to turn off the power to prevent vampire loads. This feature could save up to \$200 of yearly energy costs in the average home and provide power to about 11,000,000.

BLK LA.

The color black has many interpretations, it can mean several things. Artists believe that black is a color and white isn't, while scientists have said that black is the absence of color. Scientists also believe that white is several colors, and black isn't. Blk LA is what is presented through the eye of the viewer. It's what is interpreted, perceived, thought about to the receiver.

Founded in January 2018, BLK LA's mission to make hectic lives a little easier by finding what products can be improved. Staring at a blog, our brand has grown because of our viewers and we want to give something back to them. With Socket-2-em we are able to collaborate with multiple businesses to create a more useful product for users of all ages.

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