

FOR IMMEDIATE RELEASE

Former Wimbledon schoolboy sees his idea come to life, at last: The Innovative Gadget That Lets You Hold Your Umbrella and Cuppa with Ease

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The Umbrella Cup Holder. Designed to revolutionise the way people enjoy beverages outdoors, this ingenious accessory seamlessly combines the functionality of an umbrella with the convenience of a cup holder, making it a must-have for outdoor enthusiasts and commuters alike.

Product Description

The Umbrella Cup Holder features two distinct variants: The Single Cup Holder and The Double Cup Holder. The Single Cup Holder, affectionately dubbed "The Commuter Cup Holder," is ingeniously engineered to securely hold a single beverage while ensuring it remains upright and spill-free, even in the most challenging weather conditions. Its innovative swivel element dynamically adjusts to the weight of the drink, keeping it stable whether the umbrella is open or closed.

Meanwhile, The Double Cup Holder, known as "The Companion Cup Holder", is designed for sharing, allowing users to carry multiple beverages under a single umbrella, perfect for outdoor events, sporting spectacles, or leisurely strolls with a loved one.

Unique Selling Points

What sets The Umbrella Cup Holder apart from its competitors is its patented swivel element, a dynamic feature that guarantees stability and functionality regardless of umbrella position. Unlike conventional cup holders that are static and prone to spills, our product adapts effortlessly to the user's needs, providing unparalleled convenience and peace of mind. Moreover, its versatility extends beyond umbrella use, with compatibility for car seats, music mic stands, and other surfaces, ensuring spill-free beverage enjoyment wherever you go.

Target Audience

The Umbrella Cup Holder caters to a diverse audience of outdoor enthusiasts, sports fans, commuters, and families seeking convenience and enjoyment in their activities. From beachgoers and concert attendees to golfers and spectators at sporting events like Wimbledon Tennis and Formula One races, our product enhances the outdoor experience for all.

Availability and Pricing

The Umbrella Cup Holder is now available for purchase exclusively through our website, www.umbrellacupholder.com, with pricing as follows:

The Commuter Cup Holder: £17.99

The Companion Cup Holder: £21.99 Shipping costs apply.

Additionally, we are excited to announce that The Umbrella Cup Holder will soon be available on Amazon UK, Europe, and Japan, expanding accessibility to customers worldwide.

Backstory and Personal Note

The journey of The Umbrella Cup Holder is deeply rooted in personal experience and perseverance. Conceived by the inventor during his school days at Wimbledon College School, the product represents a dream realized after years of dedication and resilience. Despite facing setbacks, including personal loss and the challenges of a global pandemic, the inventor's unwavering belief in the product's potential has led to its triumphant launch. Every aspect of the product reflects a passion for innovation and a commitment to improving the outdoor experience for all.

Company Mission and Product Alignment

At Strollerz Ltd, our mission is to encourage outdoor activities and togetherness, fostering bonds between friends and family while promoting a healthier, more active lifestyle. The Umbrella Cup Holder exemplifies these values, embodying our commitment to innovation, fun, functionality, and versatility. We believe that by enhancing the outdoor experience, we can create lasting memories and strengthen connections between people and nature.

Executive Quote

According to Ross Malcolm, Inventor and Co-Founder of Strollerz Ltd: "This product can be a game-changer in the Umbrella World. Umbrellas have been available in London since the 1700s, and now, in a mobile world with coffee shops accessible at every tube station in England, this is a product that will be fun, novel, and very functional."

User Testimonials and Reviews

Early users and reviewers have lauded The Umbrella Cup Holder for its ingenuity and effectiveness. In a review by Inventions Insider, the product was described as an "amazing contraption" that works flawlessly even in extreme circumstances. With multiple positive testimonials and demonstrations of its versatility, our product has garnered widespread acclaim for its practicality and innovation.

Special Note on Wimbledon Launch

The launch of The Umbrella Cup Holder coincides with the run up to the prestigious Wimbledon tennis tournament, where its inventor, inspired by childhood memories of rain-soaked matches, envisions its widespread adoption. As spectators gather on Henman Hill (or Murray Mound) to watch matches on the big screen, our product provides a convenient solution for carrying drinks while staying sheltered from the elements. With its dual functionality and innovative design, The Umbrella Cup Holder epitomizes the spirit of Wimbledon, bringing joy and practicality to fans worldwide.

Safety and Usage Guidance

While The Umbrella Cup Holder is designed for convenience and enjoyment, users are reminded to exercise caution, particularly during adverse weather conditions. The swivel element ensures stability in most situations, but common sense should prevail to prevent spills and accidents.

Video available on request

High-Res images available to download from:

<https://rb.gy/jebtsb>

Contact Information

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