

Next Success Showcases Laptop Stand Collection

CHICAGO— The Next Success is coming to the 2010 International Home + Housewares Show with a new line of laptop stands that company officials tout as offering a host of features designed for those who use the laptop computers several hours daily.

According to the company, products in the new E-Stand line are designed to ensure optimal ergonomic positioning by slightly angling the keyboard and raising the laptop screen closer to eye level. The ability to adjust the computer for each user is said by the company to help reduce wrist discomfort and neck and shoulder strain.

In addition, products in the E-Stand line is also said by the company to increase the performance and lifespan of laptops by cooling the computer with a fan that is built into the laptop stand by using natural aluminum heat dissipation and silent USB cooling fans.

“There are more people using laptop computers today and the computers in use are more powerful than before,” said David Jakobovits, marketing manager for The Next Success. “As a result, we see more of a need today for laptop stands that help cool down the computer and also increase the comfort for the user.”

As the company brings the assortment of laptop stands to market, Jakobovits said the company is targeting a variety of consumers ranging from those who use their laptop computers primarily in their homes to those who travel or find a need to use the computer in their automobile.

The Next Success’ initial assortment of laptop carts is priced from \$29 to \$49.



The line of E-Stands provide space for a mouse, cup and pen.



E-Stands are designed to be used in a home, traveling or in a car.