



# Case Study: Dotz

Growing Business through Design

# Paving the way in cord & cable management.

The Dotz brand and line of products is the brain-child of Micah Maraia, the owner and founder of Studio MLM. Dotz confronts the familiar problem of cable management by presenting a new way of organizing cords. Products can be found internationally in retailers like Best Buy, Office Max, and Amazon. Dotz is a four-part cord organizing system that bridges the full range of product application: identify, bundle, wrap, & hold. Each product strives to solve problems in a simple and universal way. The mission of Dotz is to bring design, innovation, and fun to a mundane subject matter.

## Services

---

Invention  
Patents  
Market Research  
Brand Strategy  
Name & Messaging  
Identity Development  
Sales Distribution  
Ecommerce

Warehousing  
Industrial Design  
Mechanical Design  
Product Innovation  
Prototyping  
Packaging & POS  
Sales Collateral  
Tradeshow Design

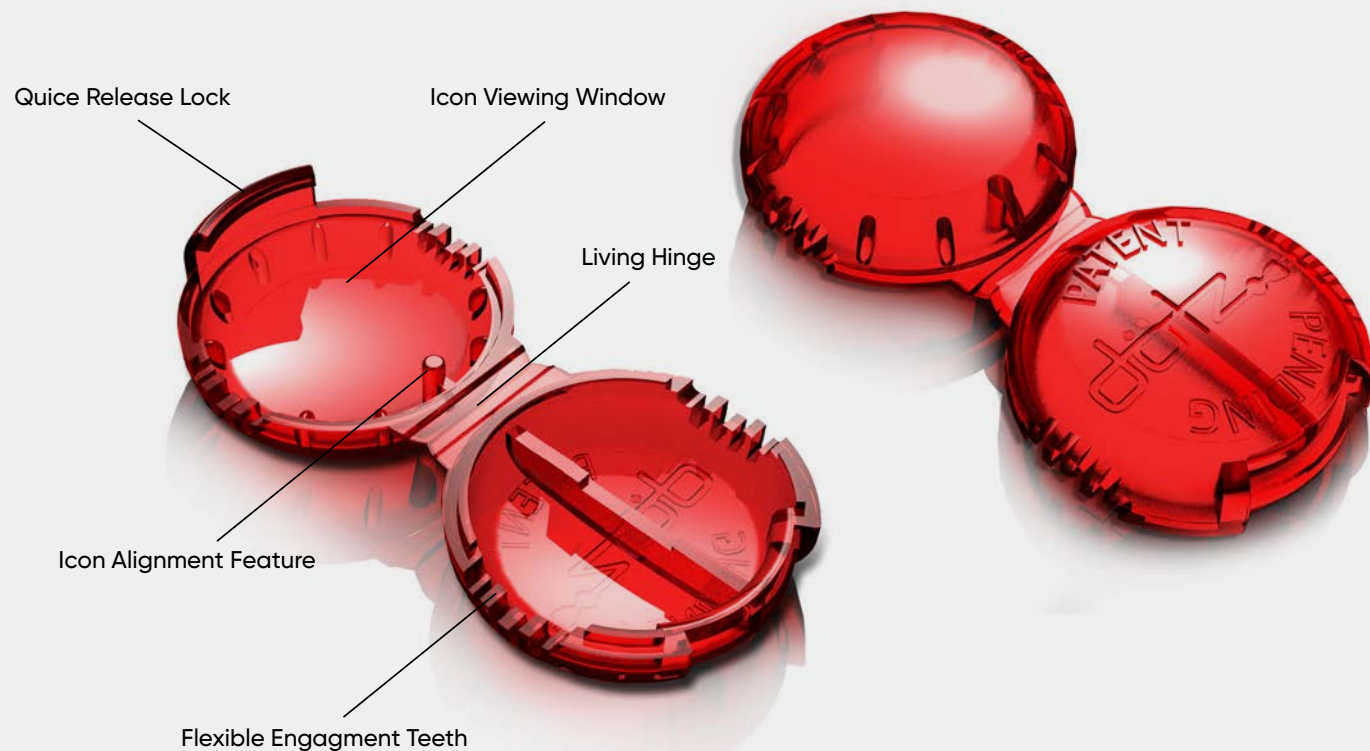


**In 2008, cord usage was quickly on the rise & no brands existed to combat cord clutter.**

**Did you know the average household has 40 cords? That's 4.5 Billion Cords!**



# It all started with a single invention, inspired by a dot.



## With one “aha” moment, a brand was conceived.

Dotz began with this simple invention that solved the ubiquitous problem of cord identification. The birth of this invention exposed a category that had not yet been exploited by design or branding, creating a huge opportunity for growth and innovation. However, by solving the cord

management problem, we discovered a bigger problem that kicked off the Dotz journey. Many inventors have created a solution for a single, specific cable management problem but Dotz is the only brand in the market dedicated to consumer cable management from outlet to appliance.



## Establishing a roadmap to evolve a full line of products.

Before the first product was ever manufactured, we developed a roadmap for then next 10 years of development. This vision surrounded the simplicity of a dot as a mode of creating order out of chaos. This core vision surrounding a few key patented cable management products would grow into the full line of products available today. Determining this initial strategy was critical to the Dots journey and success.

### Cord Wraps



### Cord Straps



### Cord Identifiers



## Process

# Defining a new category.

The need to bring one branded, innovative cable management offering to the market place was clear. Initially it was met with some challenges due to the fact that for most retailers cable management was a completely new category and until now has been somewhat disjointed.

In order to fulfill the consumers' needs retailers were forced to work with multiple vendors to piece together an assortment and often compromise quality. Dotz solves this by offering a complete line of high quality, innovative cord and cable management products under one brand and one cohesive look.

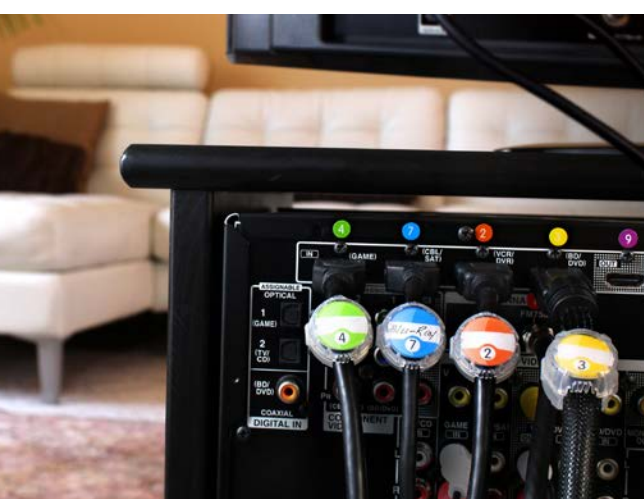


# End cord chaos forever.





IDENTIFY





# BUNDLE

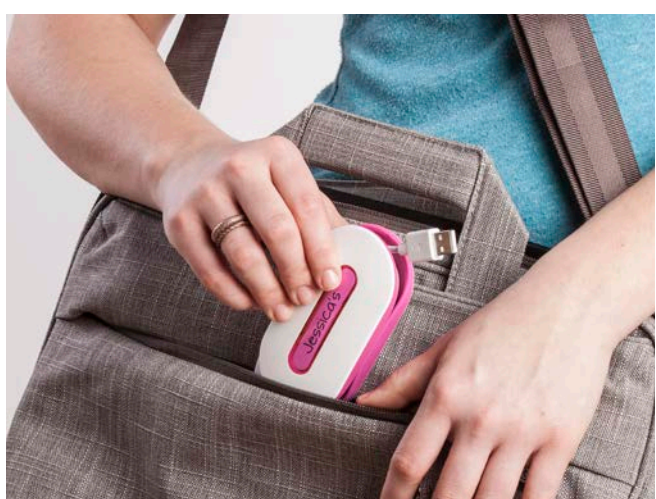


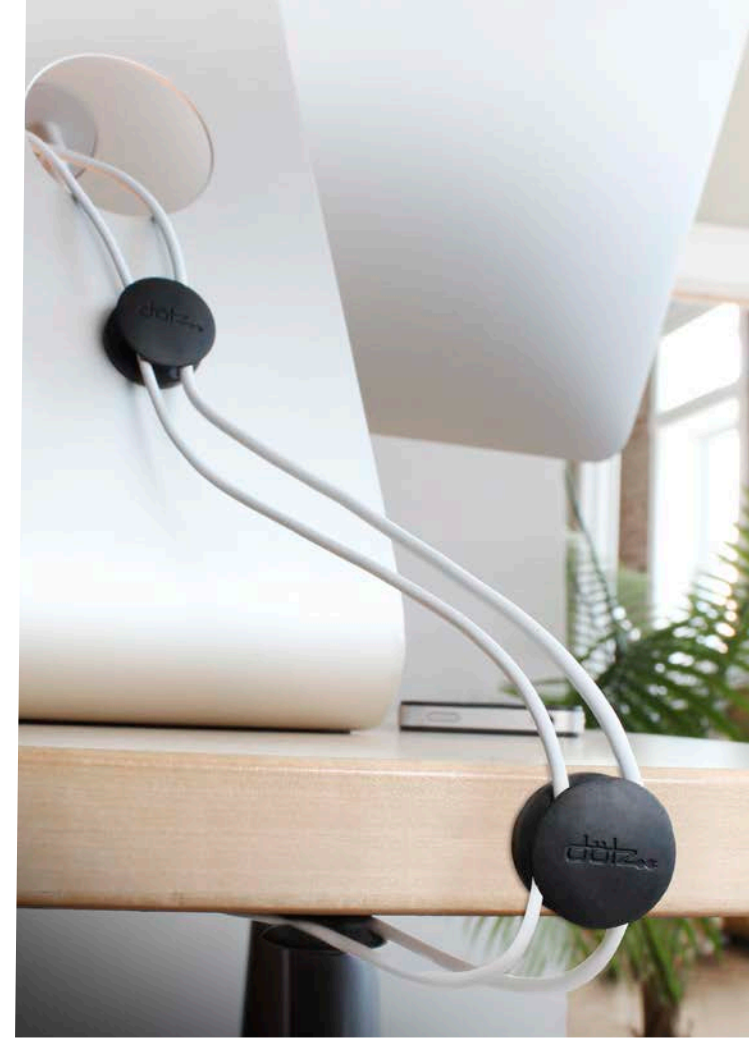
© 2020 Copyright Studio MLM





WRAP





© 2020 Copyright Studio MLM

IDENTIFY



BUNDLE



WRAP



HOLD



# Consumer

**dötz**

**cord ID pro™**

ID any home & office cord by color, number, or text

**NEW!**

- customizable inserts
- quick & easy snap-on design
- universal fit \*

*never unplugging the wrong cord again!*

**INCLUDES:**

- 12 Cord Identifiers
- 12 Device Stickers
- 12 Inserts

# Commercial

**dötz**

**100 Pack**

**cord ID pro**

**ID residential, commercial & institutional cords, cables & wires**

Universal fit for cords 1/8" (3.2 mm) to 3/8" (9.5 mm)

*never unplugging the wrong cord again!*

- 100 IDs for identifying 50 cards at both ends or 100 cords at one end
- 2 sheets of inserts, numbered 1-50 (100 total)
- 2 sheets of device stickers, numbered 1-50 (100 total)

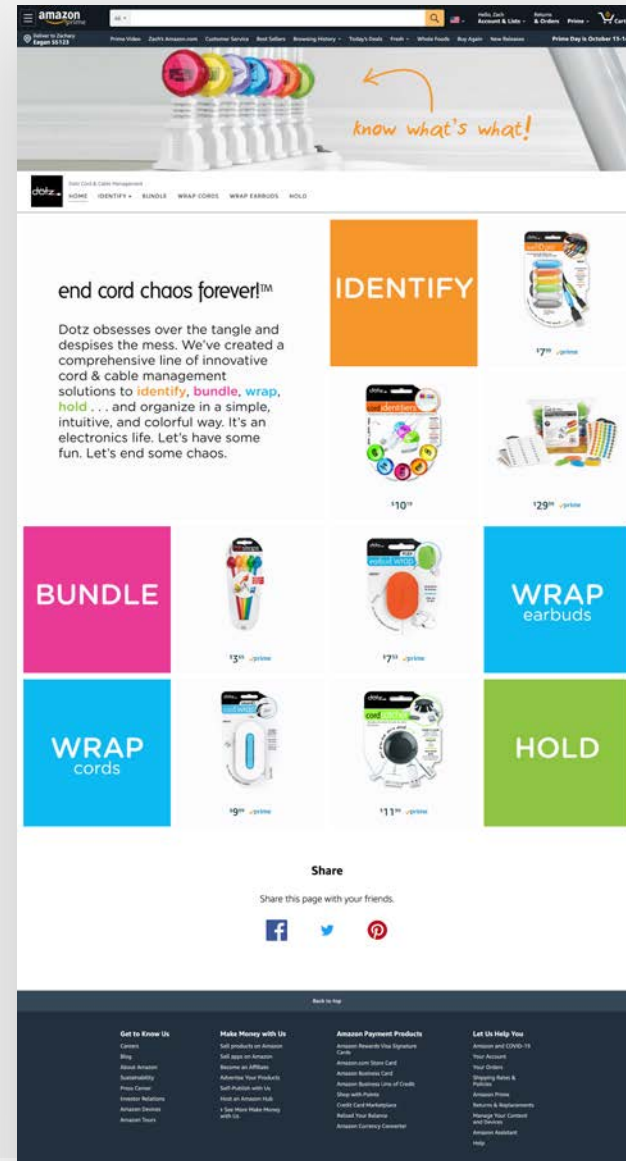
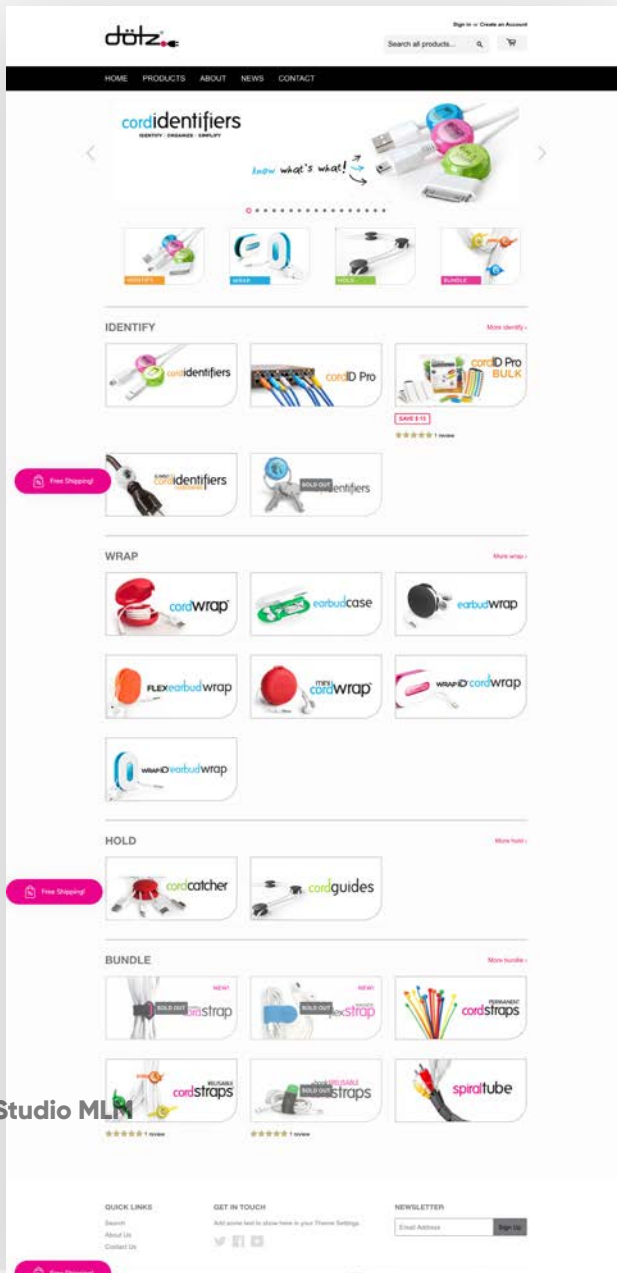
Installation instructions inside  
Warning: Choking hazard! Small parts. Not suitable for children  
[www.cordotz.com](http://www.cordotz.com)  
Made in China  
CORD ID pro™ are registered trademarks of Newell Rubbermaid P-Touch®  
is a registered trademark of Brother International Corporation

20 each of 5 colors  
**ASSORTED**  
DCH51M

*never unplugging the wrong cord again!*







© 2020 Copyright Studio MLN





WIRED

Better Homes  
& Gardens®

Entrepreneur

CORE77



GOOD  
HOUSEKEEPING

designboom®

GIZMODO

simplehuman®



MARTHA STEWART  
Living





# 30+

## Countries

At it's height Dotz was sold in over 30 countries worldwide

# 20+

## Products

Dotz has twenty products and counting, serving both consumer & commercial markets

# 1000's

## Retailers

From Best Buy to Office Depot, Dotz has been sold in major retailers throughout the U.S. and internationally

Market Penetration Into Every retail channel:  
Electronics, Hardware, Grocery, Drug, B to B, Mass Retail, E-Tail, & Commercial

# 5+

## Patents & Trademarks

Product innovation & development is a key component to what sets Dotz apart from the rest

# Let's Grow Together!

studio-mlm.com

micah@studio-mlm.com

612.812.1077

