Colombo’s project

This product is intended for bookworms or multitask people, which means intended for almost everyone because in this century you can find multitask people everywhere. People’s schedule has been suffered huge modifications, but the fact of including new things to do have affected the reding habit which is especially alarming for our company.

“P” not only has been invented with the idea of opening a book more than 170°, this idea was born with the porpoise to encourage people to read. To not delegate this to a second position and to keep the tradition of the physical book alive. “P” will be used not only as a functional tool but as a way of expanding the reading habit between the teenagers and why not between the general population as well.

The technique that will be used will be so similar to the apple or Starbucks technique selling not only a product but a brand, which is why the methodology will be not only selling the product but create a tendency in the social media as well including in the product's delivery any book that the customer asks us to send him. This will be possible thanks to our wide available bookstore on our website and our networks with some bookstores.

Additionally, in contrast to the rest of the reading market products, the “p” will be the first of having the possibility to be customized by the customers. They will express their personalities trough the color, some stickers, or even the material of the product. Likewise, will be offering as always, our customizable bookmarks.

Reading used to be one of the most well-known way of entertainment due to, either the low form of entertainment that existed at that moment or maybe because of the time, any reason that has been, this product promises to revive the reading habit nowadays using the same way that probably is taking away the reading habit. If you can’t beat them, join them!

Why wood’s products?

**Wood** is a material that allows a spiritual connection between people and the Divine. **Wood** is a natural symbol and it is the most valuable material all around the world. When it comes to trees in general, we can say that they usually **symbolize** longevity, wisdom, and knowledge.

Product information

Name: reconnect

Company name: mousekin -

Company’s Slogan: alternatives products for alternative minds