

Docking Drawer **BRAND** Talking Points

BRAND STATEMENT

Docking Drawer is the market leader of in-drawer electrical outlets. Simple to install into any drawer type using only basic tools, our innovative solutions are designed to eliminate surface clutter, creating more functional and purposeful spaces.

CORE PRODUCTS

Blade Series In-Drawer Outlets

- [15 amp Blade Duo](#) connects up to 8 devices
- [15 amp Blade](#) connects up to 4 devices

COMPLEMENTARY PRODUCTS

- [Stainless Steel Capped Canisters](#)
- [Safety Interlock Outlets with Blade Limit Switch](#)
- [Safety Interlock Disconnect Kit with Corner Mount Limit Switch](#)

BRAND TAGLINES

- Connect More with Docking Drawer
- Smart, Simple, Safe
- In-Drawer Outlets for Any Drawer & Every Project
- Eliminate cord and device clutter from countertops and surfaces
- Enhance the organization and functionality of your spaces
- Life gets chaotic, your countertops don't have to be
- Revamp your junk drawer
- Add power and purpose to your drawers
- Standard feature in every kitchen and bathroom
- A functional storage solution for any drawer and every project

Blade Series **PRODUCT FEATURES** Talking Points

SAFETY & DURABILITY

- [ETL Listed](#) for use in the US & Canada
- Interlocking Thermostat cuts power when surrounding temps exceed 120°F
- [Cable management arms](#) guide and protect the power cord as the drawer opens and closes
- All cables are held in place with strain reliefs to relieve tension and enhance the flex life performance of the cable
- To ensure durability, Docking Drawer outlets are **cycle tested over 500,000 times**, which is 20% more than required and the equivalent of opening and closing a drawer every 15 minutes over the span of 30 years.

INSTALLATION & DESIGN

- Simple to install into drawers of any type, including shallow, tall, narrow, vertical, and metal drawer boxes
- Install with ease into new or existing drawers
- We offer digital [spec books](#), mounting diagrams, DXF & STEP Files and other installation and planning resources to make specification easy
- Designed in a single compact size for simple specification
- Outlets are updatable, with the ability to easily swap the outlet as technology changes over time
- Repairable and updatable

CONFIGURATIONS & FINISHES

- Offering a variety of configurations - AC, fast charging [USB-C \(PD\)](#), and USB-A
- USB-C (PD) configurations charge compatible devices up to 70% faster
- Choose white, black, stainless steel or brass cover plates

Safety Outlets **PRODUCT FEATURES** Talking Points

FOR VANITIES

15 amp and 20 amp Safety Interlock Outlets with Blade Limit Switch

- Add an Additional Layer of Safety to Powered Vanity Drawers
- Blade Limit Switch mounts to any Docking Drawer Blade Series outlet
- Limit Switch detects the drawer position and will de-energize the outlet when the drawer starts to close
- Limit Switch is adjustable so the drawer can de-energize in the correct position

FOR APPLIANCE GARAGES

Safety Interlock Disconnect Kit with Corner Mount Limit Switch

- Add an Additional Layer of Safety to Appliance Garages
- Corner Mount Limit Switch de-energizes connected devices when the cabinet door is closed
- Kit comes with 2 outlets (4 AC) and 1 Disconnect
- Connect up to 4 devices
- Offers most application flexibility

FOR FIRE SAFETY

Fire Guard Disconnect

- More than half of all house fires (approximately 69,000) throughout a seven-year span had appliances, like dishwashers, refrigerators, and microwaves, listed as the primary cause.
- De-energizes connected devices if smoke or heat is detected
- Connect up to 4 devices

SAFETY & DURABILITY

- [ETL Listed](#) for use in the US & Canada
- Available for 15 and 20 amp applications

Docking Drawer DO'S & DON'T

DO

- **DO** select a project that will showcase a transformation of your space and the benefit of Docking Drawer
- **DO** refer to the product using brand language, ex: Docking Drawer Blade Duo, Docking Drawer Blade, in-drawer outlet
- **DO** tag @dockingdrawer (IG/TikTok) in your caption and include your affiliate link(s) in your bio and Stories for additional clicks and commissions!
- **DO** use #DockingDrawer #DockingDrawerPartner hashtags
- **DO** create fun and engaging content, including video (before and afters, transitions, vlogs, etc.), and mention what you love about Docking Drawer and the project featured!

DON'T

- **DON'T** feature charging blocks in your content. Show off how you can ditch the bulky adapters and plug cables directly into the built-in USB ports!
- **DON'T** mention competitive brands or feature them prominently in your content
- **DON'T** post about competitive brands for 72 hours before and after the post is live
- **DON'T** hide or remove affiliate content after it's live - we value the authenticity of social longevity.