

2024 05

MARKETING TOOLKIT: CHERRY XTRFY GP5 SERIES

CLOTH GAMING MOUSEPAD



CONFIDENTIAL. The information in this document is confidential until the product is officially launched by CHERRY XTRFY.

TWO BRANDS BECOME ONE.

Gamers from all corners of the world know CHERRY as the legendary keyboard switch brand. Trusted by professional players and used in more than 60 million keyboards, CHERRY MX is widely considered to be the gold standard of keyboard switches. Now, CHERRY's gaming keyboards and other peripherals are becoming available worldwide as well – products that are leading in some of the world's largest consumer markets. With a reputation built over decades, CHERRY stands for quality products designed in Germany, aimed at those who have high demands on performance, design, and durability.

In early 2023, CHERRY joined forces with Xtrfy. Designing pro-level equipment in collaboration with some of the world's most merited players, Xtrfy has rapidly grown to become a household name within the esports scene. Over the past 10 years, Xtrfy has combined experience with new ideas to help gamers perform at their best. From the offices in southern Sweden, Xtrfy challenges competitors all over the world with innovative designs, colorful aesthetics and products that offer a whole new level of customizability.

With our eyes set on the future, we're proud to introduce our new gaming peripherals brand – CHERRY XTRFY. German engineering and Swedish design, brought together by a passion for gaming.



PRODUCT HIGHLIGHTS.

- High-speed cloth surface
- Non-slip rubber base
- Stitched edges
- Machine washable



GP5 AMNIS BLUE



GP5 BLACK

GP5 MOUSEPAD SERIES. ELEVATE YOUR GAMING SPACE.

High-speed cloth. Smoother than ever. The 5th generation of CHERRY XTRFY mousepads is designed for effortless gaming. With artworks that'll elevate your entire setup.

HIGH-SPEED CLOTH SURFACE.

The GP5 is built on experience from almost a decade of creating mousepads for professional players. Featuring CHERRY XTRFY's smoothest surface yet, it brings you the speed needed for fast-paced plays with pinpoint precision.



GP5 LITUS PINK



GP5 LITUS BLUE



GP5 LITUS RED



GP5 LITUS WHITE

AVAILABLE IN MEDIUM, LARGE AND XL.

Choose the perfect mousepad size for your setup and playstyle. Medium is compact and convenient for gamers who are using medium or high mouse sensitivity settings. Large provides plenty of room for both high and low mouse sensitivity, making it the size suitable for most gamers. XL fits both your mouse and keyboard, and makes your overall gaming experience more comfortable.

DURABLE DESIGN.

High-quality fabric. Rubber base. Stitched edges. The GP5 is designed to last. It's even machine washable.

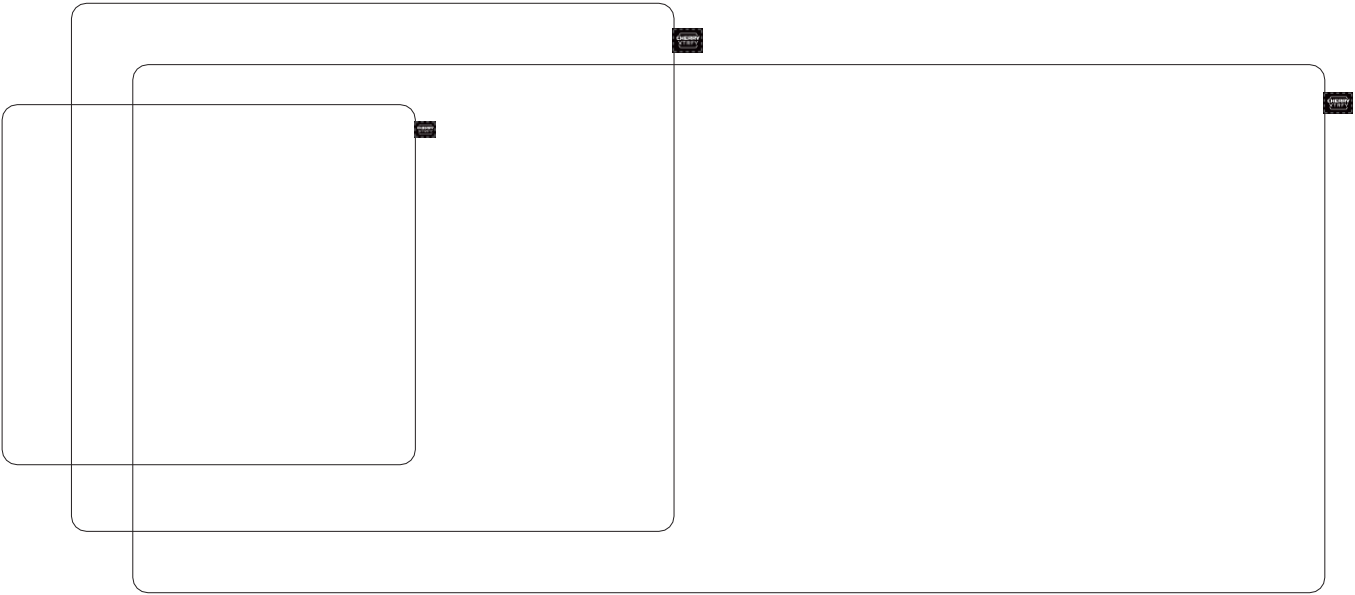
(30 °C, dry flat, no tumbling or ironing – and it'll be as good as new.)





SPECIFICATIONS.

Surface	Cloth
Base	Non-slip rubber
Edges	Stitched for increased durability
Size	M (320 x 270 x 3 mm)
	L (460 x 400 x 4 mm)
	XL (920 x 400 x 3 mm)
Other	Machine washable at 30 °C





VISUAL ASSETS.

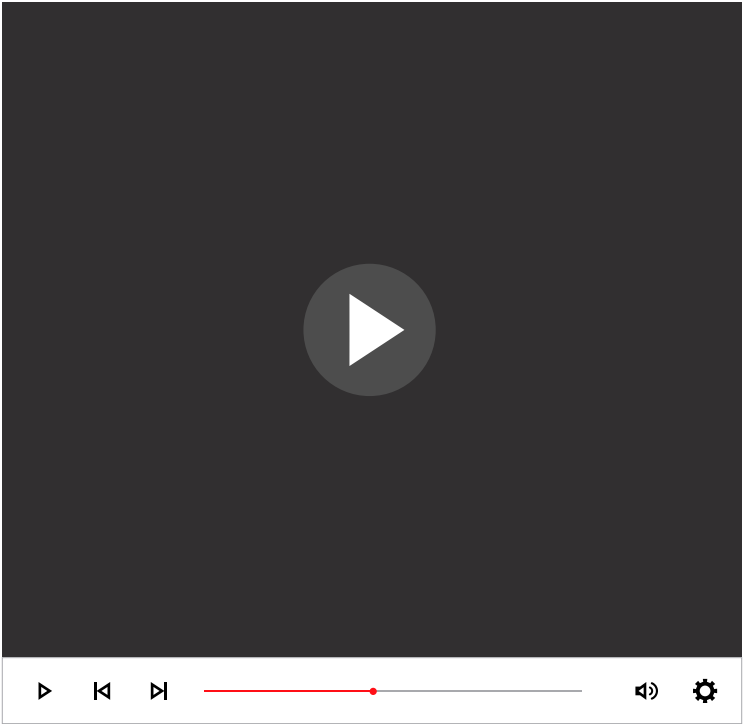
PRODUCT IMAGES.

Web images as well as high-res renders for print.



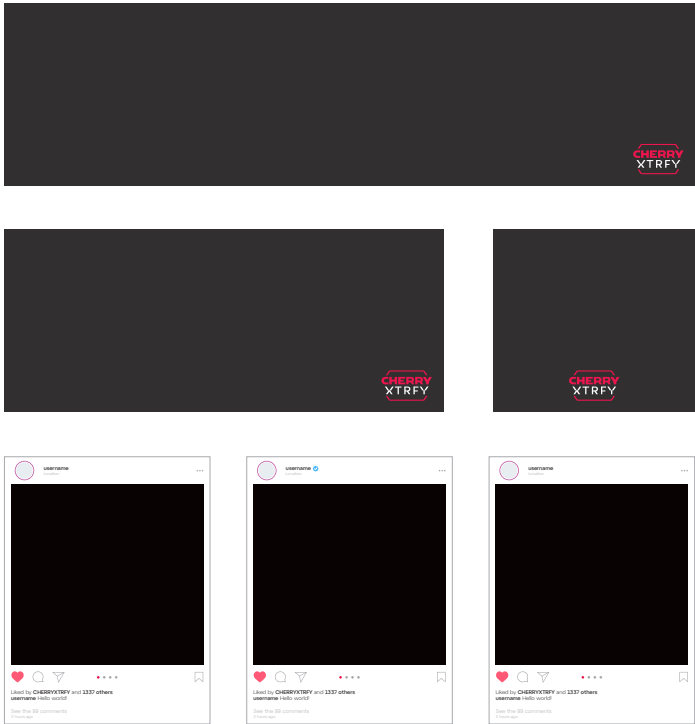
PRODUCT VIDEO.

Launch video in horizontal and vertical format.



ONLINE PROMOTION.

Banners and social media images.





PRODUCT TEXT.

CHERRY XTRFY GP5 SERIES
CLOTH GAMING MOUSEPADS

BULLET POINTS.

- High-speed cloth surface
- Non-slip rubber base
- Stitched edges
- Machine washable

SHORT PRODUCT DESCRIPTION (< 30 WORDS).

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FULL PRODUCT DESCRIPTION.

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PACKAGING.

GP5 SERIES	SINGLE	INNERBOX	MASTERBOX
MEDIUM:			
PCS	1	20	40
WEIGHT (Kg)	0,23	5	12
DIMENSIONS (W/H/D – Millimetres)	55 x 280 x 55	250 x 310 x 305	325 x 325 x 520
LARGE:			
PCS	1	10	20
WEIGHT (Kg)	0,627	6,7	14,5
DIMENSIONS (W/H/D – Millimetres)	75 x 410 x 75	160 x 440 x 405	340 x 455 x 425
XL:			
PCS	1	10	20
WEIGHT (Kg)	0,825	8,6	18,7
DIMENSIONS (W/H/D – Millimetres)	75 x 410 x 75	160 x 440 x 405	340 x 455 x 425





SKU OVERVIEW.

GP5 SERIES

GP5 Amnis Blue, XL
GP5 Amnis Blue, Large
GP5 Amnis Blue, Medium

GP5 Black, XL
GP5 Black, Large
GP5 Black, Medium

GP5 Litus Pink, XL
GP5 Litus Blue, XL
GP5 Litus Red, XL
GP5 Litus White, XL

ART. NO

CX-GP5-XL-AMNIS-BLUE
CX-GP5-L-AMNIS-BLUE
CX-GP5-M-AMNIS-BLUE

CX-GP5-XL-BLACK
CX-GP5-L-BLACK
CX-GP5-M-BLACK

GP5-XL-LITUS-PINK
GP5-XL-LITUS-BLUE
GP5-XL-LITUS-RED
GP5-XL-LITUS-WHITE

COLOR

AMNIS BLUE
AMNIS BLUE
AMNIS BLUE

BLACK
BLACK
BLACK

LITUS PINK
LITUS BLUE
LITUS RED
LITUS WHITE

EAN

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UPC

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842597105382

842597105344
842597105351
842597105368

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