

fairphone

The most sustainable cables & chargers

LAUNCH PLANNED FOR MAY 6th

The most sustainable cables & chargers*



Made with fair & recycled materials

Charger

- 98% recycled plastics in casing
- 100% recycled copper-zinc alloy in plug pins
- Fair-mined silver (via credits)
- 100% recycled paper packaging

Cable

- 100% recycled plastics in outer jacket, SR joint & braided jacket
- 100% recycled copper in wires
- Fair-mined gold (via credits)

Leading product longevity

- 3 year warranty
- LONGTIME® product certification (tbc)
- >70k bend test for cables
- Up to date standards to ensure efficient and future proof charging

Planet & people friendly throughout

- Improved working conditions and living wage bonuses for factory workers (tbc)
- E-waste neutral
- Assembled with 100% green energy (tbc)

* These are targets, actuals still to be confirmed

Chargers

Long-lasting,
Sustainable,
Versatile

USB charger 30W



USB charger 65W



Top 3 USPs chargers

Universal fast charging

- Fast charging with 30W or 65W
- Allround compatibility with USB-C and the latest charging protocols
- For 65W: Also charges your laptop and can charge 3 devices simultaneously

Long-lasting & secure

- 3 year extended warranty
- Allround security with short circuit protection & temperature, current and voltage control
- LONGTIME® certified

Fair to people and planet

- 98% recycled plastics
- E-waste neutral
- Improved working conditions
- Recycled copper-zinc alloy in plug pins
- Assembled with 100% green energy

CHARGERS

Powering change

65W, 2x USB-C, 1x USB-A



30W, 1x USB-C



Up-to-date specs

- Compact design: Depth 3.5cm for 30W; 5.8cm for 65W
- 65W is the charger for all (laptop, phone etc)
- Allround security including short circuit protection, temperature, current and voltage control
- All round compatibility, supporting all major charging protocols (PD, PPS, QC, FCP, Apple, Samsung)
- Charging & standby efficiency (<0.1W)

Designed to last*

- 3 year warranty
- LONGTIME® product certification



Made with fair & recycled materials

- 98% recycled plastics in casing
- 100% recycled copper-zinc alloy in plug pin
- 100% fair mined silver – tbc (via credits)
- 100% recycled paper packaging

Planet & people friendly throughout*

- Improved working conditions & living wage bonuses for factory workers (tbc)
- E-waste neutral
- Assembled using 100% green energy (tbc)

* Some measurement to be final confirmed with LCA

Cables

Long-lasting,
Sustainable,
Versatile



Top 3 USPs cables

Universal fast charging

- Fast charging up to 240W
- Allround compatibility with USB-C and the latest charging protocols
- USB-A adapter included
- For USB 3: 20Gbps data transmission

Long-lasting & durable

- 3 year extended warranty
- >70k bend tested (USB2) & >100k (USB3)
- LONGTIME® certified

Fair to people and planet

- 100% recycled copper wires
- 100% recycled plastics in housing, inner jacket & braiding
- E-waste neutral
- Improved working conditions
- >60% (1m); >75% fair or recycled
- Assembled with 100% green energy

CABLES

Powering change



3 cables USB-C to USB-C:
USB 2 – 1m / USB 2 – 2.5m / USB 3 – 1m
Integrated USB-A adapter



Up-to-date specs

- Max power: 240W
- All round compatibility: PD 3.1, EPR, PPS, QC4+ (charging)
- Integrated USB-A adapter
- USB 3 cable speed:
 - 20 Gbps
 - 4k (120Hz), 8k (30Hz) video transmission
- USB2 cable speed: 480 Mbps (no video)

Designed to last*

- >70k bending tested (braided cable)
- 3 year warranty
- LONGTIME® product certification



>50% fair & recycled materials overall*

- 100% recycled copper in wires
- 100% recycled plastics in housing, inner jacket & braiding
- 100% fair mined gold (via credits),
- 100% recycled paper packaging
- 60% fair or recycled materials (1m cables)
- 75% fair or recycled materials (2.5m cable)

Planet & people friendly throughout*

- Improved working conditions & living wage bonuses for factory workers (tbc)
- E-waste neutral
- Assembled using 100% green energy (tbc)

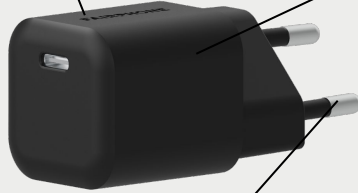
* Some measurement to be final confirmed with LCA

Fair materials

Casing

98% recycled plastic (PCR)

100% fair mined silver (credits)



Plug pins

100% recycled copper-zinc alloy
(PCR+PIR)

Braiding

100% recycled PET (PCR)

Wire

100% recycled copper (PCR)

Connector

100% recycled TPE (PCR)

TBC:

100% fair mined gold (credits)



Portfolio

65W, 2x USB-C, 1x USB-A
RRP € 39,95



30W, 1x USB-C
RRP € 24,95



USB 2 - 1m
With USB-A adapter
RRP € 19,95



USB 2 - 2.5m
With USB-A adapter
RRP € 24,95



USB 3 - 1m
With USB-A adapter
RRP € 34,95

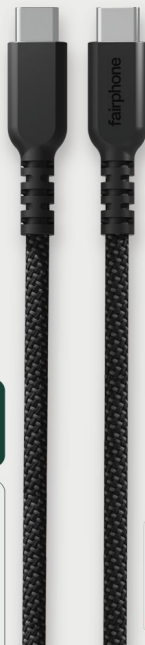


Packaging cables (WIP)

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USB-C 2.0 cable

2,5 meter



∞ Durable

Durability tested
70.000+ bend tests

USB-A

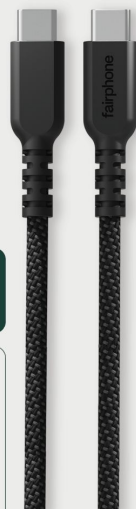
Adapter included



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USB-C 2.0 cable

1 meter



∞ Durable

Durability tested
70.000+ bend tests

USB-A

Adapter included



fairphone

USB-C 3.2 cable

2x2 Gen

1 meter



⚡ 20 Gbps
Data transfer

∞ Durable

Durability tested
100.000+ bend tests

USB-A

Adapter included



Packaging chargers (WIP)

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Charger
30 Watt / USB-C



30 W GaN
fast charge



3 year
warranty



Universal
compatibility



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Charger

65 Watt

2x USB-C / 1x USB-A



65 W GaN
ultra-fast charge



3 year
warranty



Universal
compatibility



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Go to market on May 6

Launch date: 6 May 2025

Sample seeding

Share assets

Launch & PR push

January

- Sell-in during yearly partner conversations
- Provide Samples for Partners to test the product

End-April

Share Assets

- Final renders of the product
- Lifestyle pictures
- Product page
- Banners

May 6th

Launch & PR push

- Going live @ Fairphone.com & Partners

Launch Activation

We activate the cables and charger launch with press release and own channels.

Earned Media channels



Tech press, lifestyle Media
& influencers

Owned channels

fairphone.com

				
290k	51k	106k	93k	32k

**Commercial partner
channels**

Asset library

Available from end April 2025

- Static renders
- Product photography
- Key visuals
- Newsletter banners
- Landing page content

If you need other assets, please reach out to your contact person at Fairphone!

