



SKULLCANDY LAUNCHES ECOBUDS, THEIR MOST SUSTAINABLE EARBUDS YET, CHALLENGING WASTEFUL BATTERY PRODUCTION IN THE INDUSTRY

Introducing a battery-free charging case, the buds boast a 50% lower carbon footprint than similar product

PARK CITY, Utah – March 5, 2024 – Skullcandy announced today its newest **EcoBuds True Wireless Earbuds**, the brand's most sustainable product to date. The new, environmentally-conscious earbuds are made with 65 percent certified recycled plastics, 57 percent less heavy metals and boast a 50 percent lower carbon footprint than comparable products on the market for a fraction of the cost, making sustainability accessible to all. EcoBuds is available now globally at select retailers and on Skullcandy.com for \$39.99 MSRP.

EcoBuds are thoughtfully designed with sustainability in mind from the start. After conducting an environmental impact analysis using third-party partner Ecochain, Skullcandy found lithium batteries to be one of the worst carbon offenders for true wireless electronics. EcoBuds' battery-free case design, coupled with reduced virgin plastics, achieves a 1.35kg CO₂eq total carbon footprint, marking a 50% reduction from similar products. Meanwhile, the buds still offer eight hours of battery life with Rapid Charge, as well as a built-in USB-C cable allowing the ability to reverse charge from your phone on-the-go—perfect for all-day use.

"In the fiercely competitive true wireless audio market, consumer concerns about battery life have sparked a battle among manufacturers to increase battery capacity," said Justin Regan, VP of Marketing at Skullcandy. "Our research shows this has led to the production of larger batteries than necessary, surpassing actual consumer needs. Unfortunately, this trend of over manufacturing batteries is detrimental to the environment."

With EcoBuds, Skullcandy is challenging industry assumptions by making more conscious decisions on how much battery is really needed in order to reduce the harmful impact of lithium on our environment.

"EcoBuds are a direct challenge to battery-anxiety assumptions, offering all-day battery life without wasteful overproduction and no compromise on sound quality," said Justin Regan, VP of Marketing at Skullcandy.

Designed for the eco-conscious consumer, EcoBuds' small form factor and fewer, more sustainable components make for the best eco-friendly offering on the market at a more accessible price point, without compromising sound quality or performance. The open-case

design limits plastic use, while built-in magnets keep the buds secure in the case. The buds feature a minimal design featuring a blue and white marble pattern “Glacier” colorway, paying tribute to the natural landscapes Skullcandy aims to protect.

Tech specs tied to EcoBuds include:

EcoBuds True Wireless Earbuds – \$39.99 MSRP

- Up to 8 Hours of Battery Life + Rapid Charge – 10 minutes of charging gives you 2 hours of playtime
- Charge From Your Phone with Integrated USB-C Charging Cable
- Premium Audio Quality with Microphone in Each Earbud
- Noise Isolating Fit
- Music, Bass Boost and Podcast EQ Modes
- Bluetooth® (v5.2)
- IPX4 Sweat and Water Resistance
- Auto On/Connect
- Call, Track & Volume Controls with Capacitive Touch
- Use Either Bud Solo

For more information visit [Skullcandy.com](https://www.skullcandy.com) or follow along on Instagram, TikTok, YouTube, Twitter and Facebook.

About Skullcandy®

Skullcandy is the original, irreverent, lifestyle audio brand, born of action in 2003 on a chairlift in Park City, Utah. On a mission to connect the fearless ones and amplify experiences while unleashing creativity on the mountains, beaches, and streets. With a deep commitment to boardsports communities, Skullcandy products deliver killer sound and performance with unique style. A full assortment of headphones, earbuds and portable speakers are created, tuned and tested to deliver music you can feel, specially engineered to provide a deeper, more immersive listening experience. Skullcandy designs, markets and distributes its audio products through a variety of distribution channels globally. The company's website can be found at [www.Skullcandy.com](https://www.skullcandy.com).

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