

TWICE

THIS WEEK IN CONSUMER ELECTRONICS

Accessories



BRANDS UNLIMITED DEBUTS M&M LINE

RIDGEWOOD, N.J. — Brands Unlimited, a manufacturer of CE and lifestyle products, debuts a line of M&M-branded devices this month. Fourteen SKUs make up the line, including a computer light, computer fan and a USB hub. The company said a dozen additional M&M's licensed products will be introduced in 2010. The computer light features a yellow M&M character holding a USB-powered flashlight lamp, directing six LED lights onto the keyboard. Suggested retail is \$19.99. The computer fan (\$19.99) is held by a red M&M character. It plugs into the computer via USB port and comes with an on/off switch. The USB hub (\$19.99) has M&M-colored slots and an on/off switch. Other products in the line include a desk lamp, digital alarm clock radio and a shower radio, among others.