

loop earplugs



# LOOP MEANS BUSINESS



Discover how some of the world's biggest companies are boosting productivity and supporting employee well-being with Loop earplugs.

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Google

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# AROUND 28% OF THE WORK DAY IS LOST DUE TO DISTRACTIONS\*

Noise is killing your employees' focus and creativity, costing you thousands, even millions of hours in lost productivity every year.

Studies show that workplace noise can cause:

- 66% decrease in productivity
- 44% decrease in cognitive performance
- 35% increase in stress levels



In short, noise is making your people **more stressed, less creative and less productive.**

Companies spend thousands trying to minimize the impact of noise on their workforce, but these solutions are often impractical and expensive.

**Soundproof pods**  
**\$21,750-\$24,500**

Average cost of  
one soundproof pod



HushPhone office phone booth

**Acoustic panels**  
**\$1,060.00**

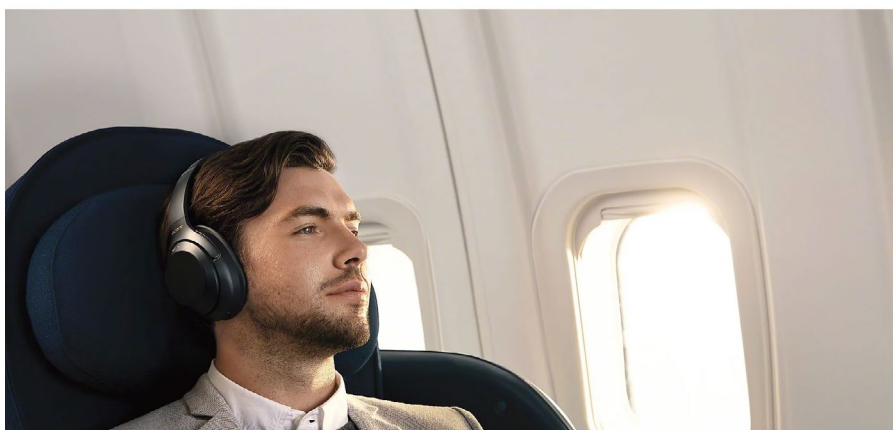
Starting price for  
one acoustic partition wall



VersaFold™ Acoustical Room Divider

**Noise-canceling  
headphones**  
**\$169.00**

Starting price for  
noise-canceling  
headphones



Sony WH1000XM3 Noise Cancelling Headphones

\*SOURCES:

[How much does an office pod cost](#)  
[FREE STANDING ACOUSTIC PANELS](#)  
[Sony Noise Cancelling Headphones](#)

# SMART BUSINESSES CHOOSE LOOP

Earplugs designed for the modern workplace



Instead of spending thousands changing your work environment, Loop earplugs empower your employees to tune out distractions and take control of their focus.



From their desk to the break room and beyond, Loop offers around-the-clock noise support so they can get in the zone, find their flow and power through their workload.

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Loved by teams at

J.P.Morgan

Google

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accenture

# THE LOOP DIFFERENCE

Loopers around the world report:

- ↑ Increase in focus
- ↑ Increase in productivity
- ↑ Increase in creativity

- ↑ Increase in confidence
- ↑ Increase in self-esteem
- ↑ Improvements in sleep

- ↓ Reduction in distractions
- ↓ Reduction in stress levels
- ↓ Reduction in errors

- ↓ Reduction in anxiety
- ↓ Reduction in overstimulation
- ↓ Reduction in missed deadlines

92% of customers who use Loop earplugs for focus claim they are **2-3x more productive**



# GOOGLE X LOOP

Searching for a solution to office noise

Even a giant like Google isn't immune to the distractions of the modern workplace. From endless notifications to the open-office buzz, the noise was more than just an annoyance – **it was a genuine obstacle to focus and productivity.**

Google began searching for a solution that could improve

their employees' efficiency and well-being to create a space where innovation could flourish.

After ordering 1,000 pairs for Googlers all around the world, the impact Loops have had across the company is clear, and the team has high hopes for the future of the partnership.

## 40,000

recovered working hours\*

## \$670,000

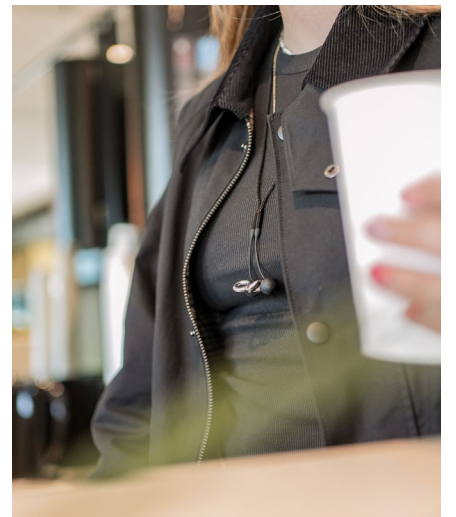
in added value each month\*

## 22X

ROI in the first month\*

\*Google invested \$30,000 in Loop Earplugs (\$30.00 a pair x 1,000 employees) and saw a 22x ROI in just the first month.  
By saving 2 hours a day\*\* across 67%\* of 1,000 employees at an average of \$25/hour\*\*\*, Google recovered approx. 40,000 working hours, adding \$670,000 in value each month (\$33.50 per hour per employee).

\*67% of employees globally are negatively impacted by workplace noise  
\*\*28% of a working day is lost to distractions (=2,24 hours)  
\*\*\*Average hourly salary = \$25



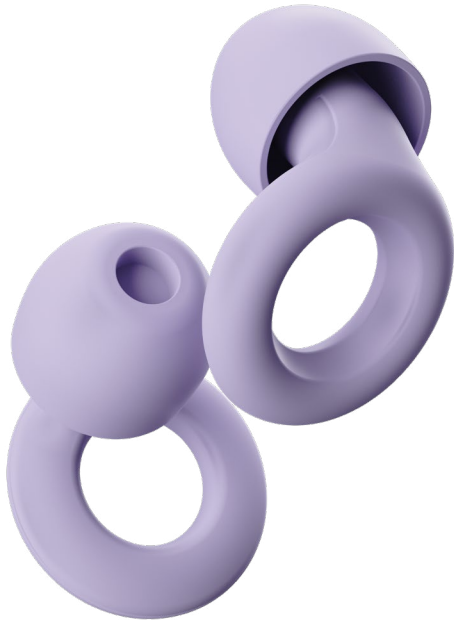
**“We’re convinced Loop earplugs will be a game-changer for our future events and office spaces.”**

Meghan Henshall,  
Global Events Strategy, Google

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# EARPLUGS THAT MEAN BUSINESS

8



## Quiet

26 dB noise reduction\*

Tune out background distractions and get in the zone for deep work.

Focus  
Sleep  
Travel  
Noise Sensitivity

## Engage

16 dB noise reduction\*

Take the edge off while keeping speech clear for seamless communication.

Focus  
Co-Working  
Socializing  
Noise Sensitivity

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\*dB levels are measured in SNR (signal-to-noise ratio).



# WHY LOOP EARPLUGS?



2 million +  
customers  
worldwide



Trusted by  
Google,  
Nike and  
more



Supports  
well-being



Adjustable  
ear tip sizes



Certified  
hearing  
protection



Lasts up to  
5 years



Quick and  
easy roll-out



Out-of-  
hours  
support



Washable  
and easy to  
clean



Accessories  
available



Sustainable  
and planet-  
friendly



Range of  
unique  
colors



reddot winner 2023

# 50

Technology Fast 50  
2022 BELGIUM  
Deloitte.

## World-class design

Winner of the Red Dot Award: Product Design 2023, Loop Engage is globally recognized as an outstanding example of innovation in the earplug space.

## A brand on the rise

As Deloitte Belgium Tech Fast 50 winners, Loop was recognized as Belgium's fastest-growing tech company in 2022.

# WHAT OUR 2 MILLION+ CUSTOMERS THINK

"They do a great job at **reducing volume**, but I can still **hear if someone is taking to me**, just without background noise."

"I have **more mental energy** because I don't have to listen to intrusive, annoying sounds that make me irritable...yay!"

"I use these when I **need to focus** as I get easily distracted. They're perfect for when I'm reading or need some quiet time too!"

"With the Loop earplugs I was able to hear everyone around me, but just **take the edge off the level** of noise enough for me to concentrate."

"Been using them everyday and I love them. My focus has been great and **I sleep like a baby** which is great as I live in the city. It's amazing!"

"My anxiety levels are so much lower with these in. **I can focus better!** And people are shocked when I tell them I've had them in the whole day."

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# A LIFELONG COMMITMENT TO EMPLOYEE WELL-BEING

"As the Manager of People & Culture at Loop, overseeing our team grow from a modest 12 employees to a **225-strong workforce** (and counting) has been remarkable.

We've managed to upkeep an impressive **98% retention rate** over the last two years, and our commitment to employee well-being has played a big part in building such a strong, dedicated team.

While we aim to attract forward-thinking individuals who relish the challenges and opportunities that come with building a scale-up, we also recognize the need to **safeguard the well-being of our most valuable asset – our people.**

From mental health support and flexible working arrangements to new focus initiatives, we're always looking for new ways to help our employees thrive.

For us, **it all starts with our senior leadership** and the People Team who are responsible for facilitating well-being of our employees and addressing individual, team and company-wide concerns raised as we navigate uncharted waters as a company.

Our journey towards nurturing employee well-being at Loop is a continuous process of learning and adaptation, but one we're committed to raising the standards of as we grow and evolve."



**Bas Moeyaert**  
People & Culture Manager, Loop

# HELPING TEAMS THRIVE ONE EARPLUG AT A TIME

“While we initially focused on earwear for nightlife, we quickly discovered all the different ways noise affects our lives day to day too.

From killing our productivity to increasing stress and anxiety, it's something that's often overlooked and ignored, especially in business.

Being able to offer a cost-effective solution that not

only helps with focus and distractions, but also supports employee well-being on and off the clock gives us another reason to be proud of what we're doing here.

Hearing that companies like Google, Amazon and Nike are adopting Loops on a global scale shows us we're on the right track and we can't wait to see the long-term results of these roll-outs.”



**Maarten Bodewes**  
Co-Founder, Loop

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# SEE WHAT'S POSSIBLE WITH LOOP ON YOUR TEAM



Request a free sample or head to our website and place your order.

[b2b.loopearplugs.com](https://b2b.loopearplugs.com)

## CHAT WITH US

Still have some questions?  
Book a call with our  
Business Account Manager,  
Abdelilah Takhrifa, [here](#).

Or send an email to:  
[abdelilah@loopearplugs.com](mailto:abdelilah@loopearplugs.com).

