



SMART HOME MADE EASY

**RETAIL
BROCHURE**



www.flic.io

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OUR STORY

Shortcut Labs AB, founded in 2013, created the world's first Smart Button, Flic, and broke Nordic crowdfunding records.

In 2019, we redesigned the button for sustainability and expanded into further smart home integrations. In 2023, we created the new innovative products Flic Twist and Hub Mini. In 2024, we released the Matter Integration.

Today, over 800,000 people are using Flic, and sales are still growing!



OUR MISSION

"To make digital services more accessible and easy to use with physical controllers that anyone can use and understand.

We make technology that simplifies life and empowers everyone, not just the most interested."

OUR VALUES

SIMPLICITY



SUSTAINABILITY



ACCESSIBILITY



CREATIVITY



INTEGRATION AND COMPATIBILITY



Flic seamlessly integrates with a wide range of smart home platforms and services, ensuring effortless control over your connected devices. Our smart buttons are compatible with major systems like Matter, Amazon Alexa, SmartThings and many more.

Explore the full list of integrations [here](#).

 SmartThings

 matter

 amazon alexa



Works with
IKEA Home smart



Homey

PHILIPS hue personal wireless lighting

RETAIL BUNDLES

Kits that include the Flic Button



Flic Button Starter Kit

Description

Great for getting started with Flic. Easily trigger actions of your choice and connect your Flic Buttons with the Hub Mini to expand your control options.

Contains: 1x Flic Button, 1x Flic Hub Mini

MOQ: 40 units



Flic Button Double Kit

Description

Great for adding more Flic Buttons to your setup. Use each button for different purposes, like controlling lights, managing music, control blinds or activate routines/automations.

Contains: 2x Flic Buttons

MOQ: 40 units



Flic Button Expansion Kit

Description

Great for adding more Flic Buttons to your setup. Use each button for different purposes, like controlling lights, managing music, or setting reminders.

Contains: 5x Flic Buttons, 1x Sticker Sheet

MOQ: 40 units



RETAIL BUNDLES

Kits that include the Flic Twist



Flic Twist Starter Kit

Description

The best option to get started with Flic Twist. Flic lets anyone control devices with a simple push or twist, instead of voice commands or apps.

Contains: 1x Flic Twist, 1x Flic Hub Mini

MOQ: 40 units

	MSRP: €99.00
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Flic Twist Single Pack

Description

A one-of-a-kind smart home controller, accessible for everyone in the family. Packed with features and fully configurable. Push, double push, twist, and push & twist.

Contains: 1x Flic Twist

MOQ: 40 units

	MSRP: €80.00
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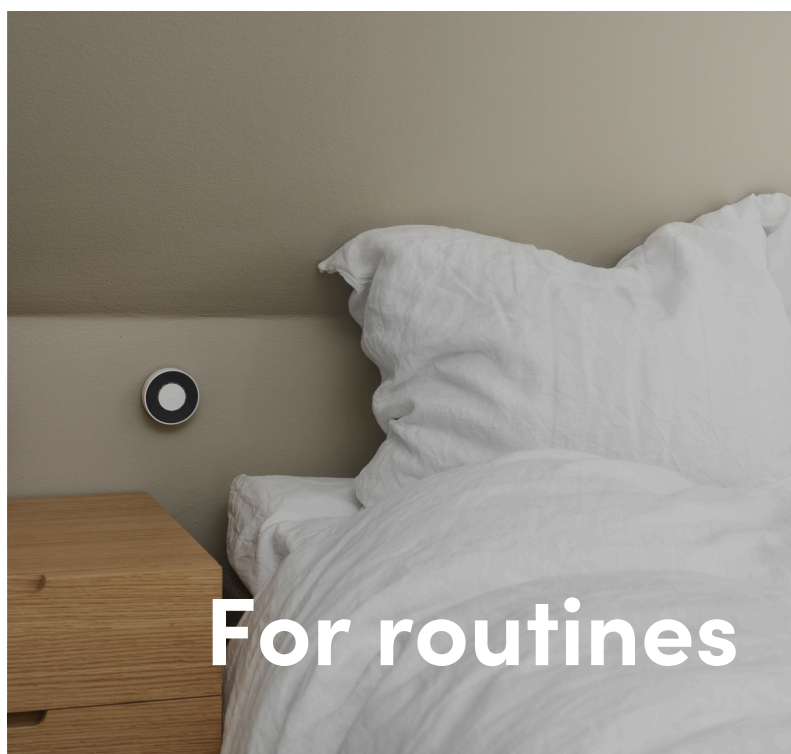
For lights



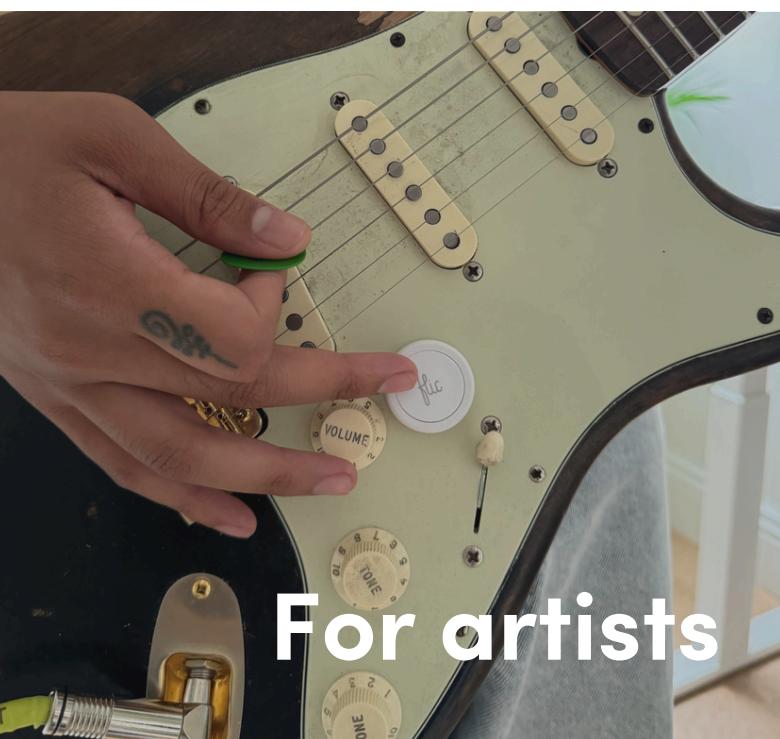
For music



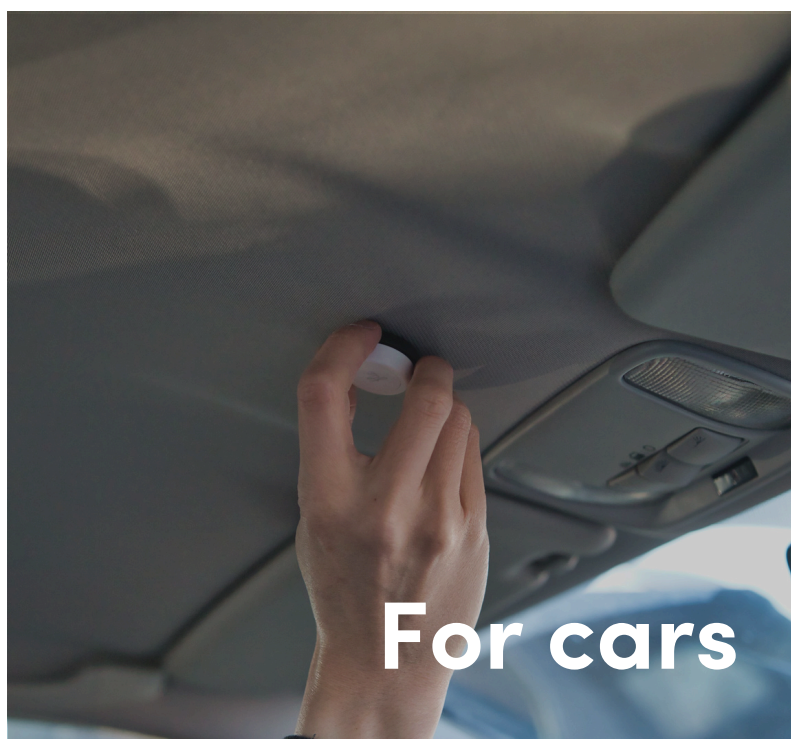
For safety



For routines



For artists



For cars



For lights



For music



For safety



For routines



For artists



For cars

Contact

Get in touch with us if you have any questions!

Want to learn more?
Reach out to have a meeting with us!



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