

ChargeltSpot Taps Feintuch Communications to Power Public Relations Campaign

NEW YORK and PHILADELPHIA, Oct. 26, 2015 /PRNewswire/ -- ChargeltSpot (www.chargeltspot.com), the leading provider of secure cell phone charging stations for retail chains, luxury retailers, casinos, hospitals, shopping centers/malls, universities, stadiums and indoor public venues, has selected Feintuch Communications (www.feintuchcommunications.com) to power its integrated trade, business and consumer public relations program.

Founded in 2011 by Douglas Baldasare, a Wharton MBA and passionate entrepreneur, ChargeltSpot addresses a constant and critical need shared by millions of consumers every day – running out of "juice" due to a low battery and no place to charge their phones. ChargeltSpot provides free, secure and easy-to-use charging stations that can charge eight phones at a time.

"ChargeltSpot's mobile phone charging stations allow retailers and brands to provide a free and delightful service to their customers, while taking advantage of a robust customer engagement platform," said Douglas Baldasare, founder and CEO, ChargeltSpot. "We selected Feintuch Communications to partner with us on getting the word out to a wider audience about the numerous benefits our charging kiosks provide to businesses and consumers alike. The Feintuch team has a strong background in both retail and sponsorship models, and they have key connections in our targeted industry verticals. We look forward to our partnership with them."

ChargeltSpot clients include Neiman Marcus, Rite Aid, Nordstrom, Under Armour, Bloomingdale's, Bergdorf Goodman and Caesars Casinos.

"ChargeltSpot is an example of an entrepreneurial market innovator – the company identified a marketplace need, met with retailers to develop its solution and is now rapidly deploying one of the hottest new retail amenities of the decade," said Henry Feintuch, president, Feintuch Communications. "In addition to generating good will, retailers have been shown to benefit from the addition of ChargeltSpot kiosks. Research conducted by international market research firm GfK found a 54 percent conversion rate of customers making a purchase while charging their phone, a 115 percent increase in customer in-store dwell time and a 29 percent increase in the value of each transaction."

The ChargeltSpot PR campaign will be led by Mr. Feintuch, Senior Managing Director Richard Anderson and Account Director Bennie Sham.

About ChargeltSpot

Based in Philadelphia, and founded by Wharton graduate Douglas Baldasare, ChargeltSpot creates elegantly designed, fully customizable mobile phone charging kiosks. Built for retail, the stations feature an intuitive, user-friendly touchscreen interface, highly secure locking capability, promotional opportunities, customizable on-screen messages, and robust data tracking and reporting. ChargeltSpot also offers a mobile app that alerts users when their cell phone battery is running low and points them to the nearest ChargeltSpot kiosk. Retail partners include Neiman Marcus, Rite Aid, Nordstrom, Bloomingdales, Caesars Casinos and others. Visit ChargeltSpot.com for more info or [download the mobile app](#) for kiosk locations.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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