

A letter to *the world.*

LOVEBOX · KEEP PRESS RELEASE · JUNE 2026

Dear friend – ten years ago, we made a small wooden box with a heart that spun when someone you loved was thinking of you. 300,000+ devices later, the heart is still there. So is the wood. So is the conviction – that **love deserves a place in the real world.** For years, that place stayed home with the Lovebox. KEEP takes it with you, anywhere you go. Same heart, new wings. As of June 2026 it is live on Kickstarter – and funded.

This is what we believe.

We believe in things you can hold. A feed forgets you the second you look away. A real object – a note, a keepsake, a heart in your palm – stays. Holding something is how we know it's true, and that feeling is what we build.

We believe technology should be invisible. The screen, the chip, the antenna – we hide all of it inside a piece of wood. You never have to think about any of it. You just see who was thinking of you.

We believe in building with people, not just for them. KEEP wasn't dreamed up in a meeting. It was written by you, over ten years, in every message telling us what you wished your Lovebox could do. We listened. We always will.

So we keep choosing. Wood over plastic. Letters over notifications. People over platforms. Closeness over attention. And we will never stop – not because it's easy, but because we believe in this too much to do anything else. As long as there are people who love each other and a distance between them, we will keep finding ways to close it.

Same heart. New wings.



With love,

*Jean
Lucas*

*Victor
Gabrielle*

*Nicolas
Nathalie*

– *The LoveTeam, in France* –

KEEP

From every home to every *pocket.*

Someone who loves you writes a note in the free app – a few words, a drawing, a sticker. You hold your phone to your keychain for a second, and it appears on the little e-ink screen, where it stays until the next one arrives. No WiFi. No outlet. No battery. No feed.



WHAT KEEP IS

KEEP is a connected keychain in FSC-certified bamboo, fronted by a 2.13-inch e-ink screen – the kind that holds its image with the power off. It carries one note at a time and keeps it indefinitely: no charging, no WiFi or Bluetooth on the keychain itself. It draws the sip of power it needs through NFC, from the phone beside it.

It is a counter-intuitive piece of consumer hardware. The team behind one of the most-loved connected gift objects of the past decade spent eight months making the next one *less* technological, not more. No WiFi to maintain. No battery to charge. No app on the device. A message arrives on a bamboo object in your pocket, and stays until you choose to swap it.

WHY NOW

For ten years, the team read variations of the same three emails: "I love my Lovebox – I wish I could carry it with me." · "I want one for my grandmother, but she has no WiFi." · "I message my kids when I travel; I wish they could send real ones back." KEEP answers all three at once: portable, no WiFi on the receiver's side, any sender to any KEEP through one app.

● LIVE ON KICKSTARTER

Funded in **under 2 hours.**

RAISED \$24,421 of \$10,000 goal · **244%**

BACKERS **332**

TIME LEFT **19 days** · ends July 11, 2026

PRICE **\$50** – last wave before \$59.99 retail

SHIPPING first units Sept, rest Oct 2026

Campaign figures as of June 22, 2026 · keep.lovebox.love



KEEP · LOVE, IN YOUR POCKET

KEEP · PRODUCT SPECIFICATIONS

MATERIAL	SCREEN	POWER	CONNECTIVITY	COMPATIBILITY	WHAT YOU SEND
Bamboo FSC-certified	E-ink 2.13-inch	No battery NFC-powered	NFC only no WiFi/BT	iPhone & Android	Text · drawings stickers

TRACK RECORD

300,000+

connected devices shipped to **40+** countries since 2017.

PROVEN TEAM

10 years

shipping connected gift hardware – KEEP is product №2.

CROWD-BACKED

3 rounds

Kickstarter '17 · Wefunder '24 · Kickstarter '26 for KEEP.

PRESS

keep@lovebox.love

HI-RES IMAGES

press.lovebox.love

CAMPAIGN

keep.lovebox.love

INSTAGRAM

[@lovebox_love](https://www.instagram.com/lovebox_love)