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JBL® JR POP is here to play

NOVEMBER 13, 2018 – From the playroom to the park, and everything in between, JBL's new portable speakers are designed specifically with children in mind. Kids can just attach the speaker to their backpack or jeans and listen to their favourite tunes on-the-go. The JBL JR POP is available now at £29.99 and comes in six popping colour options: aqua teal, iris, rose, spider, blue, and green.

The fun light effects will transform any space into a dance floor. The speaker connects via Bluetooth and lasts up to five hours on a single charge. With its “kid-proof” durability and customizable design, the JBL JR POP will be a popular addition to any music-loving family.

- **Made for little hands:** Accident friendly with rugged materials and a fabric strap
- **IPX7 waterproof:** can be taken on any adventure and easily wiped down
- **Built-in rechargeable Li-ion Battery:** Keeps kids entertained for up to 5 hours on a single charge
- **It’s wireless:** and you can Bluetooth connect two devices at the same time
- **Kids can make it theirs:** it comes with a bunch of fun stickers
- **Super cool lighting effect:** it lights up when the tunes are playing

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ABOUT JBL

JBL creates the amazing sound that shapes life’s most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners’ experiences with award-winning audio that lets them make the most of every moment. With unmatched professional credentials and over 70 years of delivering industry leading innovation, JBL is the authority in engineering superior sound.

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