TUESDAY UPDATE | HOLIDAY TECH ACCESSORIES

Small tech, big holiday opportunity: build a smarter Q4 assortment with MIDAN.

Holiday buyers want practical technology that solves everyday problems. MIDAN's Mlink connectivity products and Canadian-designed KEKO stands give resellers a timely, in-stock way to build useful Q4 offers.



Mlink USB-C EPR fast-charge cable, rated up to 240W

240W	8-IN-1	4	IN STOCK
HIGH-POWER USB-C	MOBILE WORKSTATION	PHONE-STAND COLOURS	LAVAL AVAILABILITY
Mlink EPR cable	USB-C hub	KEKO assortment	Selected products

Why small tech matters this holiday season

Affordable accessories are easy to understand, easy to demonstrate and useful across multiple devices. CTA's 2026 holiday research places phone accessories among the leading tech-gift categories, while Canadian retail e-commerce sales were up 15.3% year over year in August 2026.

What resellers can offer

- A practical upgrade: Mlink USB-C cables for charging, data and compatible video applications.
- A portable workstation: the Mlink 8-in-1 aluminum hub for laptops, offices and meeting rooms.
- A Canadian-designed add-on: foldable KEKO phone and tablet stands in multiple colours.
- A simple bundle: cable + hub + stand for hybrid workers, students and gift buyers.

MIDAN turns the trend into a Canadian assortment

Quebec-based MIDAN develops Mlink connectivity accessories and KEKO stands for the Canadian market. The combination gives resellers an accessible assortment that can support both individual add-on sales and higher-value bundles.

Selected products available through Randmar

MLINK 96587 / 96588 **USB-C EPR cable**	Up to 240W PD; 1 m and 2 m
MLINK 96573 **8-in-1 aluminum hub**	USB, display and charging utility
KEKO KP SERIES **Foldable phone stands**	Four positions; multiple colours
KEKO KT SERIES **Tablet stands**	Portable, universal support

Build the sale

- Lead with use cases: travel, hybrid work, device charging and desk organization.
- Merchandise cables beside hubs and stands to make the bundle visible.
- Use KEKO colours to add personality without complicating the assortment.

Why MIDAN deserves attention now

The opportunity is not one hero SKU; it is a compact ecosystem of everyday accessories. With selected items already in Laval, resellers can react quickly, test bundles and replenish close to the holiday selling window.

RANDMAR ANGLE

Sell the solution, not the connector.

Use MIDAN's Mlink and KEKO products to create practical, giftable bundles for work, travel and everyday device use. Selected products are currently available through Randmar for Canadian reseller programs.



Important: Charging speed and power depend on the charger, cable and connected device all supporting the relevant USB Power Delivery profile.

Sources: MIDAN official brand and product pages; Randmar live product and Laval inventory data reviewed Nov. 10, 2026; Consumer Technology Association 2026 holiday study; Statistics Canada retail e-commerce, Aug. 2026; USB-IF USB Power Delivery guidance.