

Self-Closing Pocket Technology Fixes a 400-Year-Old Design Flaw: Lets items in, stops them getting out

Pockets still work much like they did in the 1600s: takes things in and just as easily lets them fall back out.

WowPoc changes that. What goes in stays put.

VIENNA, AUSTRIA, July 15, 2025 /EINPresswire.com/ -- Pockets still work much like they did in the 1600s: takes things in and just as easily lets them fall back out.

WowPoc changes that. Using a four-layer textile “valve”, the pocket swallows a phone, key or card, but won’t yield it to gravity on the way out.

This hardware-free innovation offers brands more than just a new feature; it provides a powerful driver for revenue. By integrating a solution that addresses a top consumer pain point, apparel makers can create a distinct competitive advantage, justify premium pricing, and leverage the 'WowPoc' ingredient brand to signal superior value directly to the customer at the point of sale.

From July 2025 the pattern is available for license, so apparel makers can add the upgrade to future lines without new hardware or tooling.

WHY IT MATTERS

- 96% of people say they have dropped valuables; 80% of those mishaps happened even when a zip or button was present.
- A 2021 study by Tile suggested the average American spends 2.5 days a year looking for lost items.
- A study by Pixie Technology before its acquisition estimated that Americans were spending \$2.7 billion annually replacing lost items.



WowPoc self closing pocket, clearly communicated

The most expensive common items to replace were car keys and mobile phones.

WowPoc's construction adds no metal, no plastic, no extra bulk - just fabric that closes itself.

"The apparel industry has been trying to fix pockets with hardware for centuries. We realized the solution wasn't adding another component; it was reimagining the geometry of the fabric itself. The most elegant solution is the one you can't see."
- Jerzy F. Kucharko, Founder of WowPoc

WowPoc is more than a hidden mechanism; it is an ingredient brand. A orange-and-white stripe tag next to the opening signals "self-closing" to shoppers, just as a Gore-Tex diamond signals dryness or Bluetooth promises connectivity without wires.

FAST FACTS

- Mechanism: Stretch inserts form a one-way valve - zero metal/plastic trims
- Durability: Exceeds lifetime of garment
- Fabric scope: Works in woven and jersey fabrics
- Patent status: International patents granted and more pending
- Licence window: Opens July 2025 for AW '26 production



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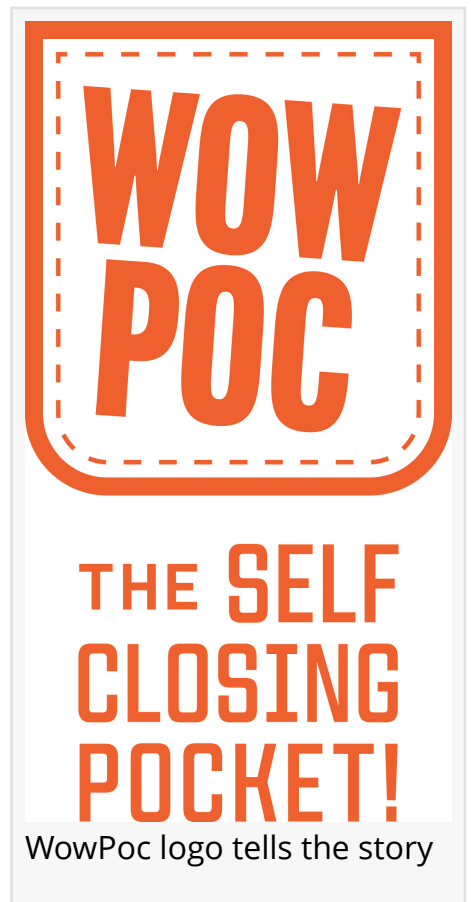
*Jerzy F. Kucharko, Founder of
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Link to pictures and a video, feel free to publish: [link]

About WowPoc

WowPoc, based in Vienna, Austria, develops self-closing pockets that keeps things in place without added hardware. Their ingredient brand technology is protected by patents and licensed to apparel brands worldwide.



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