

munchkin[®]

UV STERILISERS



HYGIENE CATEGORY LAUNCH

THERE IS A GROWING AND IMMEDIATE NEED IN MARKET

Consumer need



- Worry about hygiene
- Need for increased sterilisation
- Protection of family
- Peace of mind
- Increased safety
- Long terms change in habits

Munchkin right to play



- Brand trust at premium end of nursery market
- Brand touch points across multiple categories
- Heritage in safety
- Product knowledge in partnership – 59s

Category solution



- Innovative technology
- Munchkin brand approach
- Wide range and long term approach

EMOTIVE & HABITUAL CHANGE IN CONSUMER

“Such a handy concept”

“Gives me peace of mind”

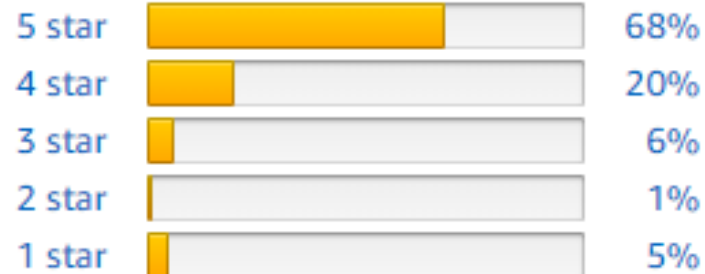
“Super quick and worth the money”

“Save time and worry about germs”

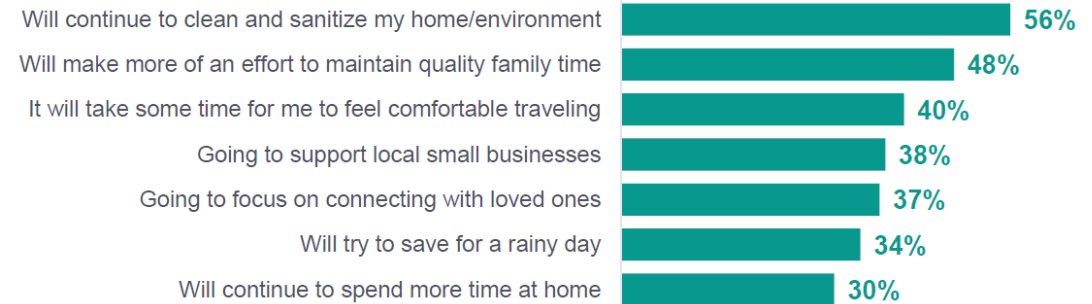
Customer reviews

★★★★☆ 4.4 out of 5

157 customer ratings



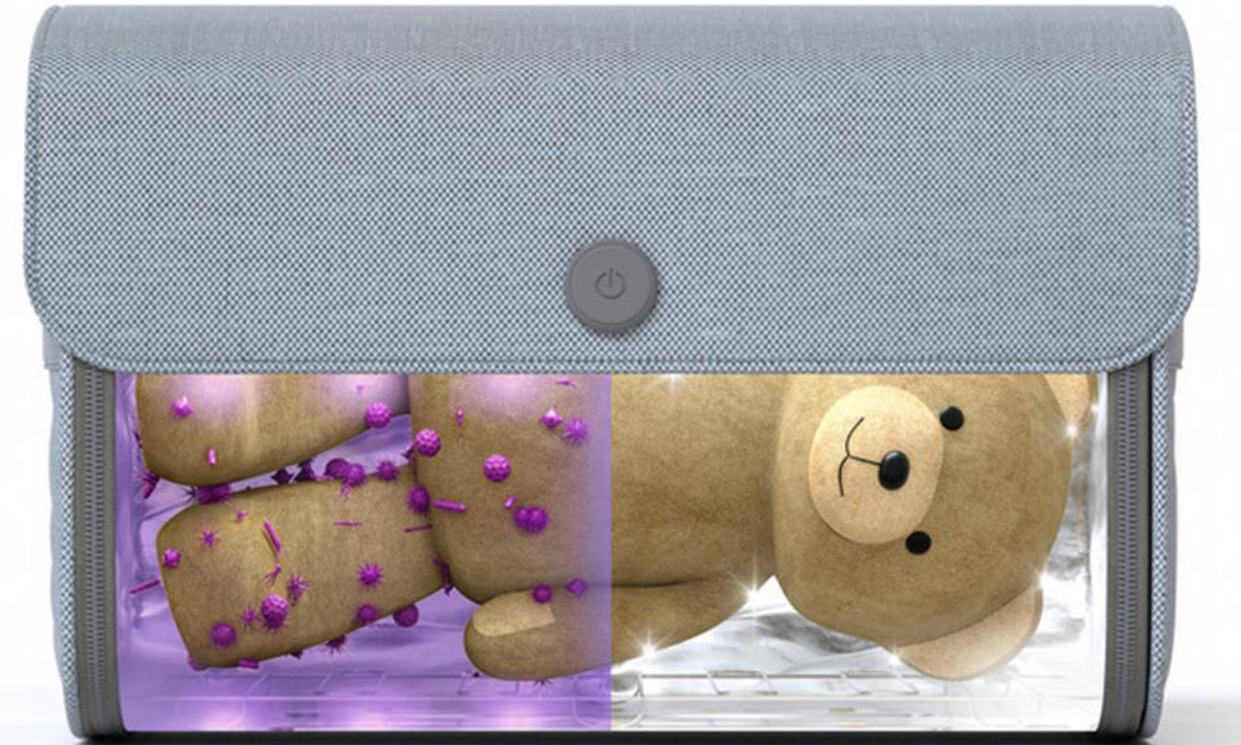
Q: How do you think daily life will change after COVID-19 is behind us, as it relates to other aspects of your daily life? Choose all that apply.



59S STERILISERS -UV SANITISERS

Facts About UV Light Disinfection:

- UV (Ultraviolet) Light Disinfection refers to the process that is used to sterilize the water, air, food and beverage and others.
- UV disinfection equipment uses UV light for the disinfection process and does not involve the use of chemicals.
- Hence, UV disinfection is considered more user-friendly and eco-friendly than other types of disinfection equipment.



*Market Watch, Accessed 7/7/20

59S MINI STERILISER PORTABLE UV SANITISER



59S MINI STERILISER PORTABLE UV SANITISER



59S MINI STERILISER PORTABLE UV SANITISER



BORN
1st May 2020
Stock in DC



ITEM : 051849
EAN: 5019090518499
INNER: No inner OUTER: 6
COLOUR ASSORTMENT: N/A

Trends/Consumer Insight:

- Kills 99%+ of bacteria & viruses from dummies and bottle teats in 59 seconds using UV-C light
- Child safe UV light auto shuts-off when lid is opened
- Smell the clean! Removes odour causing bacteria
- Sterilizes without using harmful chemicals

Product Features:

- Long-lasting 4 gold LED beads
- Uses 3 AA batteries (not included) or charges via USB (Included)
- Included strap easily attaches to a purse, Nappy Bag, etc.

59S MINI STERILISER PORTABLE UV SANITISER

Customer reviews:

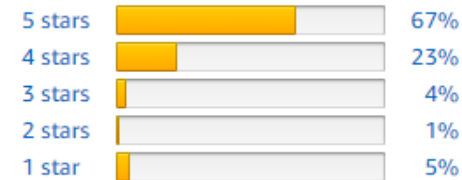
- “Excellent portable sterilizer.”
- “Quick Effective Sanitisation”
- “This really is a lifesaver ”
- “Comfortable, practical and functional.”
- “In 59 seconds kills 99.99% bacteria”
- “Definitely a must have if your little one has a dummy.”
- ” Worth the money”
- “Lovely design and great for travelling”
- “Extra handy for public spaces”
- “This is a brilliant handy product that any parent would absolutely love.”
- “Happy with the product especially during the flu season”
- “Great for anyone using bottles for baby/child feeding”
- “Great for baby shower gift”

Amazon IT:

Customer reviews

★★★★★ 4.5 out of 5

161 customer ratings

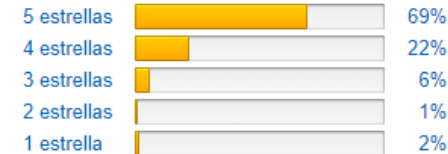


Amazon ES:

Opiniones de clientes

★★★★★ 4,5 de 5

152 valoraciones de clientes

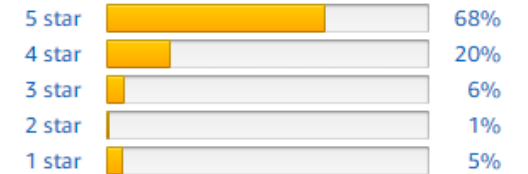


Amazon UK:

Customer reviews

★★★★★ 4.4 out of 5

157 customer ratings

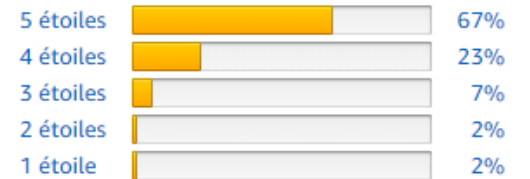


Amazon FR:

Commentaires client

★★★★★ 4,5 sur 5

150 Evaluations clients

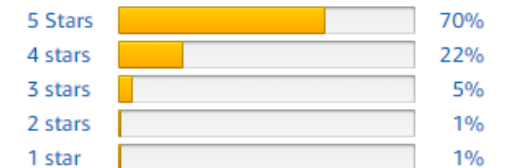


Amazon DE:

Customer reviews

★★★★★ 4.6 out of 5

151 star ratings



59S MINI STERILISER PORTABLE UV SANITISER



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59S MINI STERILISER PORTABLE UV SANITISER

Forbes

Apr 2, 2020,04:00pm EDT

7 Of The Best UV Sterilizers For Phones And Other Household Objects



“Most viruses and bacteria get into the human body via the nose or mouth. Babies put just about everything in their mouths, especially pacifiers and bottle nipples specifically designed to go there. So it follows that cleaning a pacifier or bottle top is critical for keeping a baby safe, and in the days of a global pandemic, the quick rinse we relied on in years past isn’t good enough. This little UV sanitizer can kill off all the germs on a pacifier, bottle nipple, or other small item in less than one minute. And it can be run off a wall outlet or using three AA batteries, making it highly portable. It has a strap for easy attachment to a stroller or diaper bag and its UV lights automatically shut off when the top is opened, keeping curious little eyes safe if a baby or toddler tries to lift the lid during operation.”

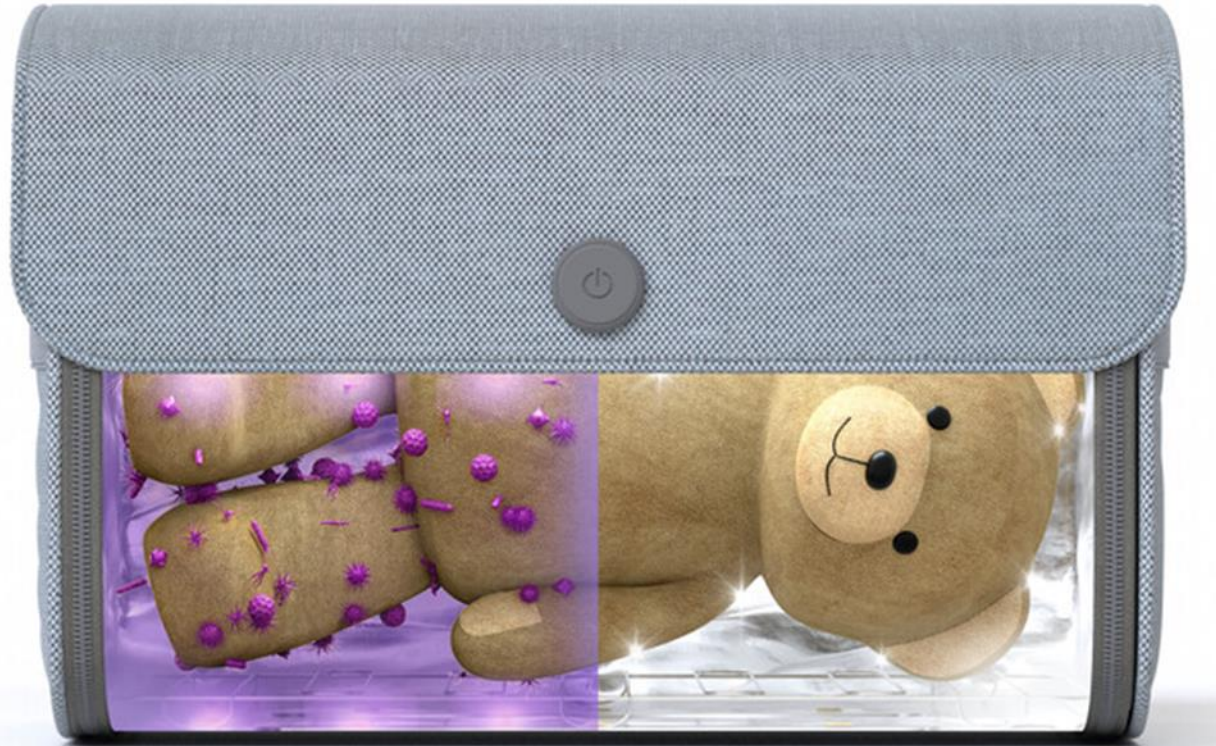
Forbes, Accessed 7/7/20

<https://www.forbes.com/sites/forbes-personal-shopper/2020/04/02/these-uv-sanitizers-can-kill-off-bacteria-and-viruses-including-the-coronavirus-that-caused-covid-19/#10b707446b03>

59S NURSERY (TOY) STERILIZER



BORN
20th July 2020
Stock in DC



ITEM : 051851
EAN: 5019090518512
INNER: No Inner OUTER: 3
COLOUR ASSORTMENT: N/A

Trends/Consumer Insight:

- Disinfects toys, stuffed animals, dolls and other nursery items in 5 minutes
- Not just a Toy Steriliser. Ideal for disinfecting every day essentials such as mobile phones, car keys, wallets & purses.
- Kills 99% of germs
- Pure, powerful sanitising without harsh chemicals, detergents, water or heat

Product Features:

- Lightweight toy sterilising bag with 21 hospital-grade LED UVC lights for a 360 degree clean
- Includes a rechargeable lithium-ion battery for use when a USB plug-in outlet is not readily available.
- Folds down to a packable size for easy storage and portability.

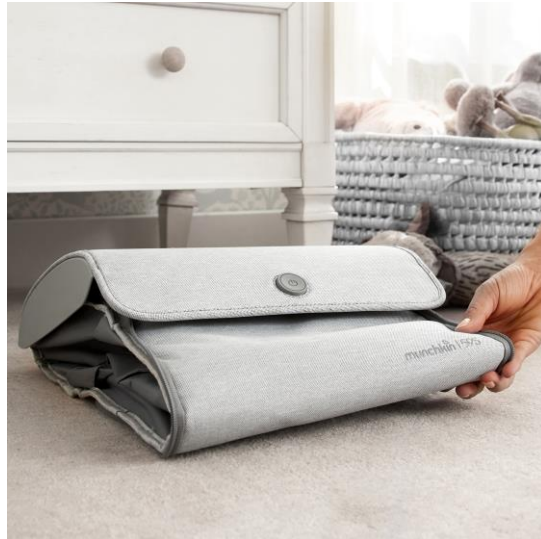
59S NURSERY (TOY) STERILIZER



59S NURSERY (TOY) STERILIZER



59S NURSERY (TOY) STERILIZER



Product Description:

- Baby toys are magnets for dirt and bacteria – germs love them as much as little ones do!
- Eliminate the nasties swiftly and effectively with the Nursery Steriliser.
- Munchkin has partnered with 59S, an innovator in the field of UV LED technology, to develop easy, UV-based sanitising products that help families with kids lead healthier lives.
- Kill up to 99% of germs with the chemical-free cleaning power of 21 UVC lights – the same ones used by hospitals to disinfect operating rooms.
- The Nursery Steriliser cleans toys, dolls and plush with the touch of a button, no harsh chemicals, heat or water required.
- Five minutes is all it takes to disinfect toys with UVC light!
- So you can finally sanitise without losing your sanity.

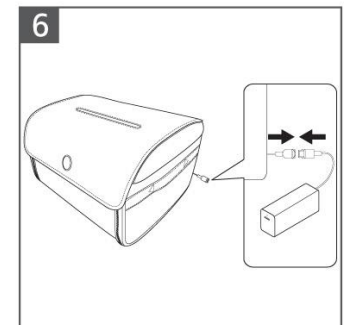
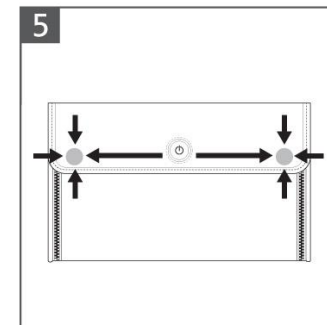
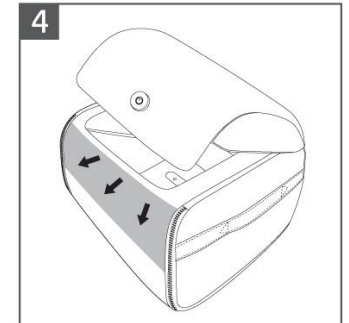
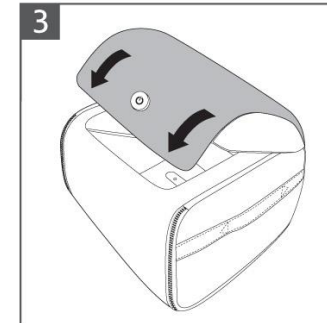
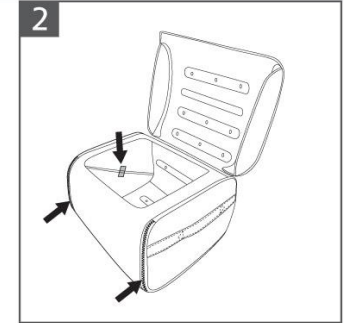
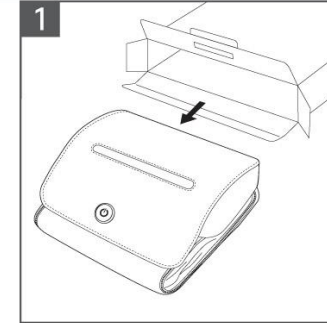
59S NURSERY (TOY) STERILIZER



SETUP INSTRUCTIONS

IMPORTANT - PLEASE READ - SETUP INSTRUCTIONS

1. Take out Nursery Sterilizer from packaging.
2. Zip close both side flaps. Velcro shut side flaps from inside. Put in wire rack into Nursery Sterilizer.
3. Open the lid and bend the edge of lid slightly inward as it can flatten during transit.
4. Push out the front edge of the Nursery Sterilizer from the inside until the front (shaded in gray) becomes flat.
5. Close the lid and make sure the entire flap lies flat against front edge of Nursery Sterilizer to ensure child-safety magnetic switches are activated.
6. Connect Nursery Sterilizer to power bank and press power button to turn on.



59S NURSERY (TOY) STERILIZER





THANK YOU