

# The Top to Bottom Baby Wipe



... from the cradle to the picnic table!

# New - Innovative - Award Winning

- 50% Retail Margin
- Repeat Foot Traffic
- Positive Word of Mouth
- Speaks to the Green Conscience
- Reinforces Natural Healthy Choices

# Background

- Recently a juvenile chain re-approached Canawipe Distributors Ltd. to carry the Wysy product in Canada.
- We first met when Wysy became a JPMA 2010 Innovation Awards recipient at ABC Kids Expo.
- Valid feedback was package didn't visually meet the mind set of a consumer shopping for baby.
- And they needed to deal with a distributor.
- Timing was off.

# Like giving birth, when its time...

## ... it's time!

- January 14, said retailer reached out, still wanting the product, and offered to make an introduction to a distributor set-up with the chain.
- Having had the same package since 07, we had been waiting for an opportunity to transform the retail experience.
- So we hired experts.

# Introducing



**wysi-baby**  
Multi Purpose Compostable Wipes



Two balloons make light of set of cheeks, while a single balloon looks on, a doctor glove represents the fingers, and there is no use crying over spilled milk. **Wysi!**

**Versatility of Wysi**  
are illustrated  
in a cute way using  
balloons. Easy to  
see & understand



Made from 100% pure cellulose without added ingredients that could irritate baby, or anyone with, sensitive skin.

Research proves consumers want to minimize exposure to unknown ingredients

# Wysi Baby Starter Kit

WBI00SK-64 \$12.95 MSRP

100 wipes with  
refillable To Go Tube  
inside





# Impulse Priced To Go Tube

WBI2T-360 \$3.00 MSRP

12 wipes in a convenient  
To Go carry tube



# Brand Support

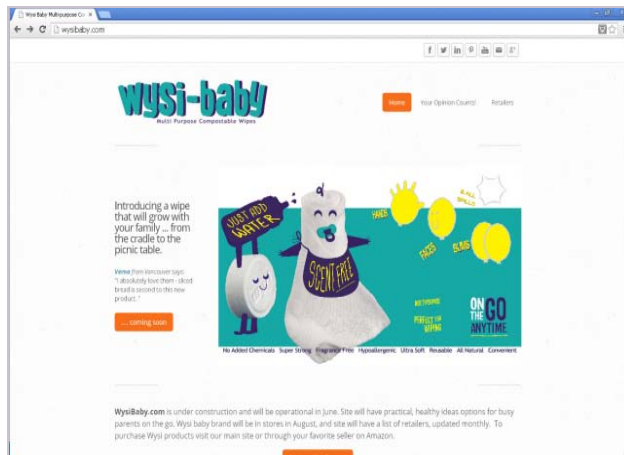


## Retailer Kits

Huddle kits introduce brand to your sales associates. These kits include samples and fact sheet.



**Touch Me Feel Me** placard has expanded wipe for customers to see and feel how soft and pliable the product is.



## A Dedicated Website

- + useful, practical ideas with an emphasis on choices in active, healthy living
- + list of active retailers
- + links to a variety of sites for homemade recipes to find a solutions to tailor Wysibaby to specialized uses

To many parents its important to know exactly what they put on their family's skin. Wysibaby is **the only** convenience item on the market offering an option to minimize exposure to unwanted ingredients.

Social media campaign will start soon. Consumers can interact with wysibaby.com via social media, enter contests, and stay informed.



# Points of Interest

- We will initiate a small orchestrated PR campaign for editorial review (traditional and online media).
- Committed to your success.
- Canawipe Distributors Ltd was formed in 2006 to launch the Wysy brand of biodegradable and compostable products.
- The Container Store has sold 12ct general consumer bag since 07 with sales forecasts of 50 bags / location / month.
  - Small & compact attracted their attention to this product. Just imagine sales forecast with targeted packaging in a suitable retail environment or section.



**Time is right to  
get comfortable  
with Wys!**

Picture was submitted by a consumer impressed at how relaxed her child was with Wys in hand. Unlikely to see this with a pre-moistened wipe. Wys is treated like a wash cloth. No more cringing, *by you or them*, when you wipe their mouth!