

# Casabella

Designed for a Cleaner Tomorrow



# Designed For A Cleaner Tomorrow



Sticks



Kitchen



Bath



Household

# Designed For A Cleaner Tomorrow

## PROBLEM Solving Design



## QUALITY Design CRAFTMANSHIP



## ECO-Conscious Design



# Eco-Conscious Design



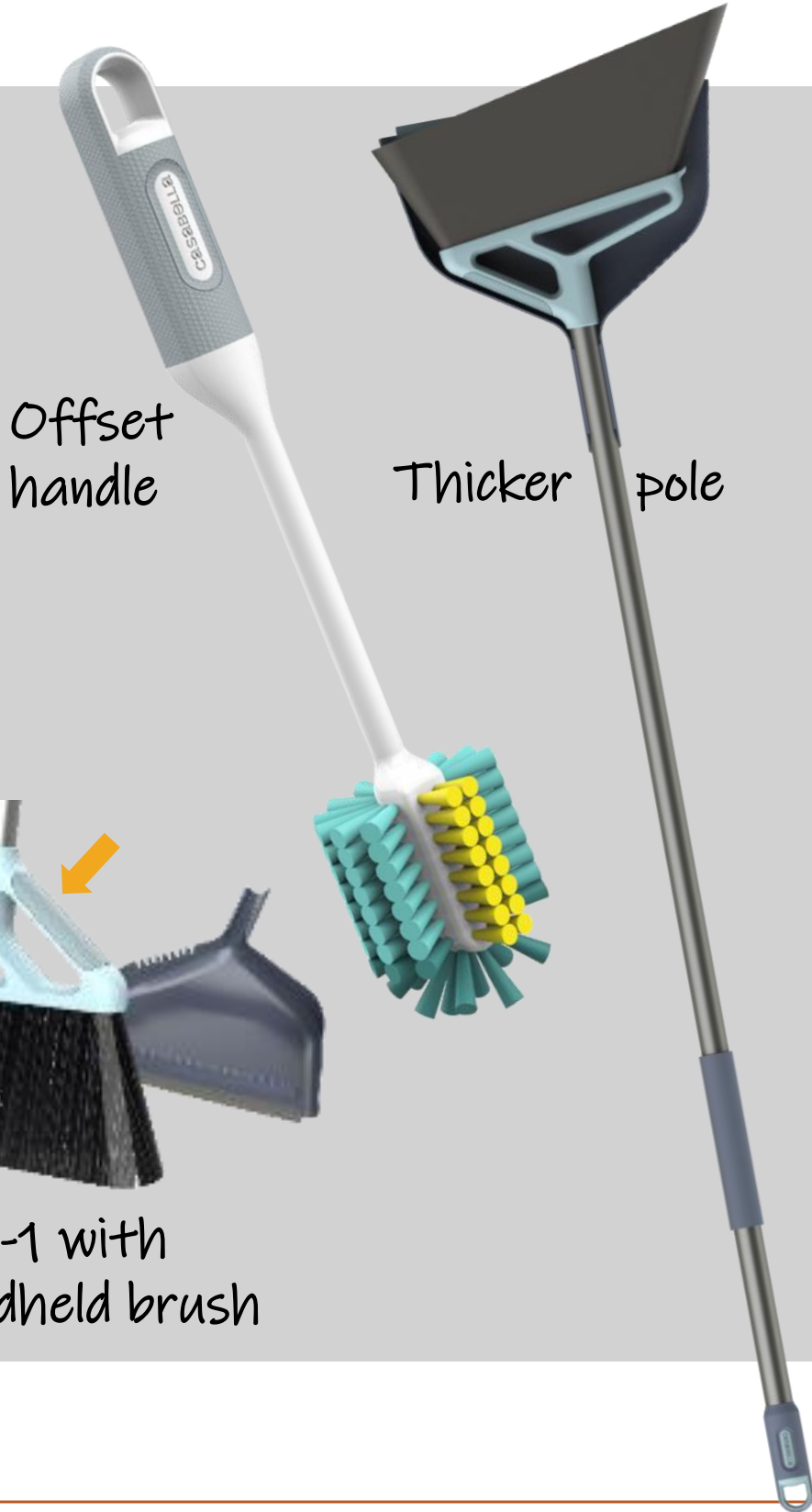
and turn our plastic waste  
into **a resource**



# QUALITY Design CRAFTSMANSHIP



# PROBLEM Solving Design

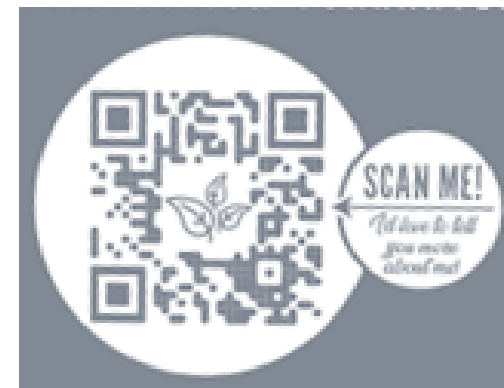
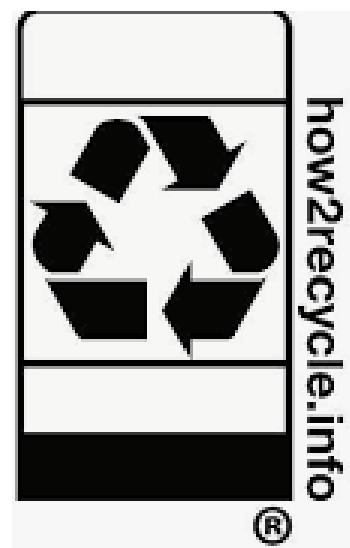


# Packaging



Research results show that the Casabella packaging designs are preferred over all tested competitors

- Minimal packaging profile
- Recycled material
- How2recycle information
- Utilize QR codes to communicate recycling story and features and benefits



# Product Colors



Research results show that the Casabella designs are preferred over all tested competitors



**Comments on Colors**

- Calming, neutral, not overwhelming
- Designer
- Elegant
- Fits my style, goes with my décor
- Classy, higher perceived value
- Neutral but colorful



Color study conducted by Pantone Color Institute



# Casabella Skus

In stock now



# Casabella Skus

In Stock April 2022



# Casabella Phase 1 Sell Sheets



# Tough Sweep XL Broom & Dustpan

- Strong durable bristles are made from 95% recycled material
- XL 15in sweep with angled bristles for extended reach into corners
- Stronger more durable 25mm broom pole
- Innovation: integrated scraper allows the user to remove and sweep away stuck on messes quickly and efficiently



2-in-1 with handheld brush



Thicker, more robust poles



Fuller use of bristles

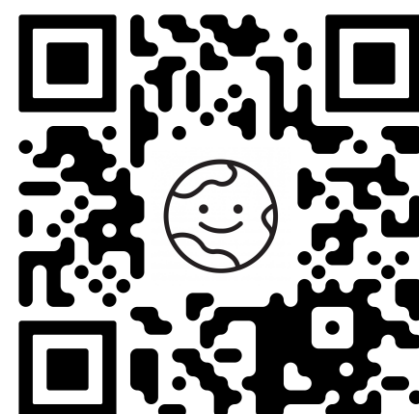


Scraper for hard to remove dirt



Item #	UPC	Cost	Retail
8500735 (old #8533294)	028484332943	\$	\$14.99-\$16.99

Scan me for more details!

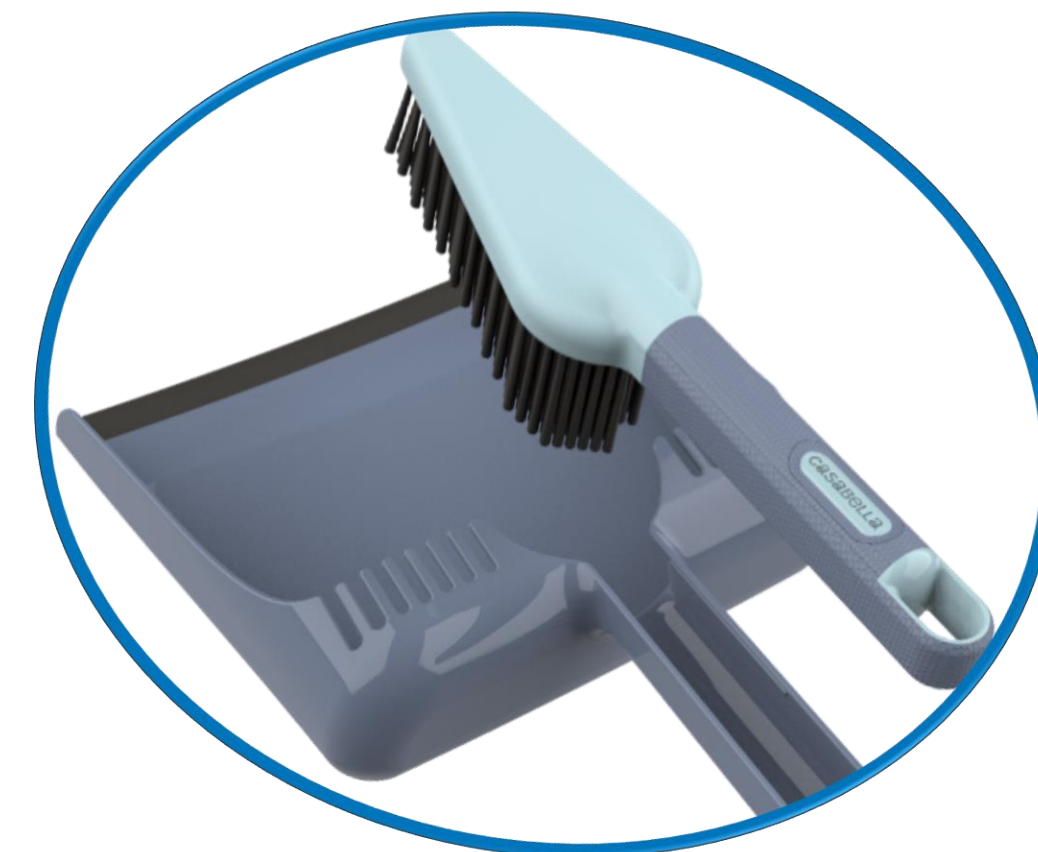


# Spot Sweep Dustpan & Brush Set



- Strong durable bristles are made from 95% recycled material
- Made from recycled material
- High-quality dustpan keeps dirt & dust in
- Rubber lip for better pickup
- Innovation: Pointed Brush designed brush to fit into corners

Angled brush design to fit into corners



Item #	UPC	Cost	Retail
8500739 (old # 8533575)	028484335753	\$	\$7.99-\$9.99

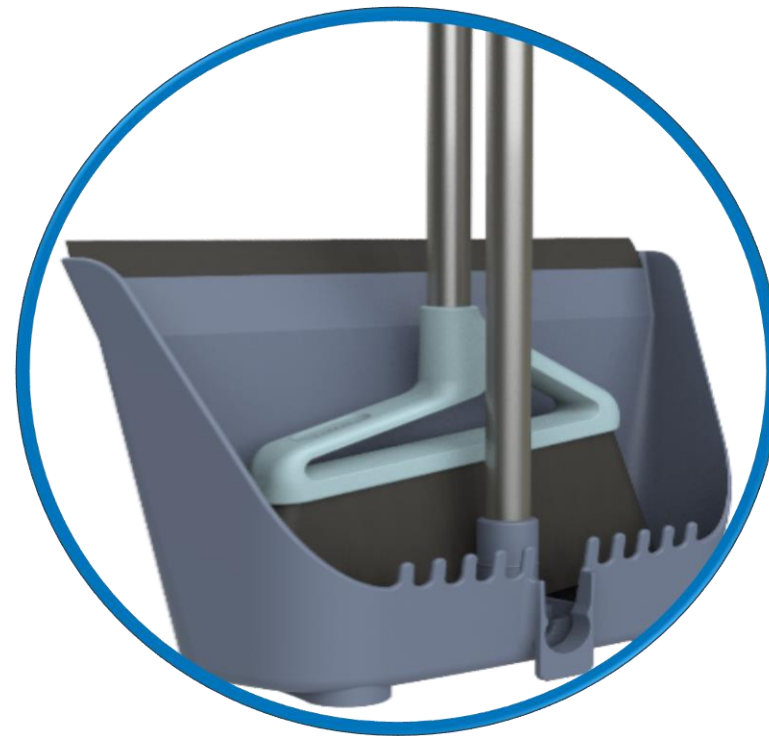
Scan me for more details!



# Upright Sweep Set

- Strong durable bristles are made from 95% recycled material
- Made from recycled material
- Pick up and dump dirt and messes without bending over
- A top performing item in MULO
- Innovation: Compact design folds up for discrete storage while being at the ready for quick jobs

Compact & Convenient Storage

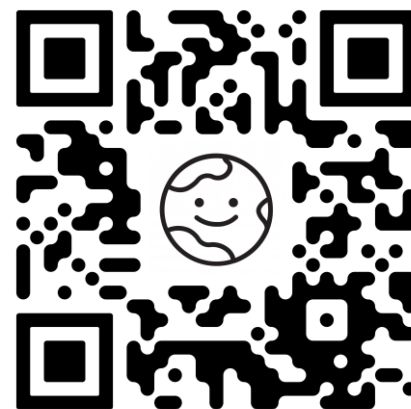


Store anywhere, standing or hanging



Item #	UPC	Cost	Retail
8500738 (old #8533553)	028484335531	\$	\$14.99-\$16.99

Scan me for more details!

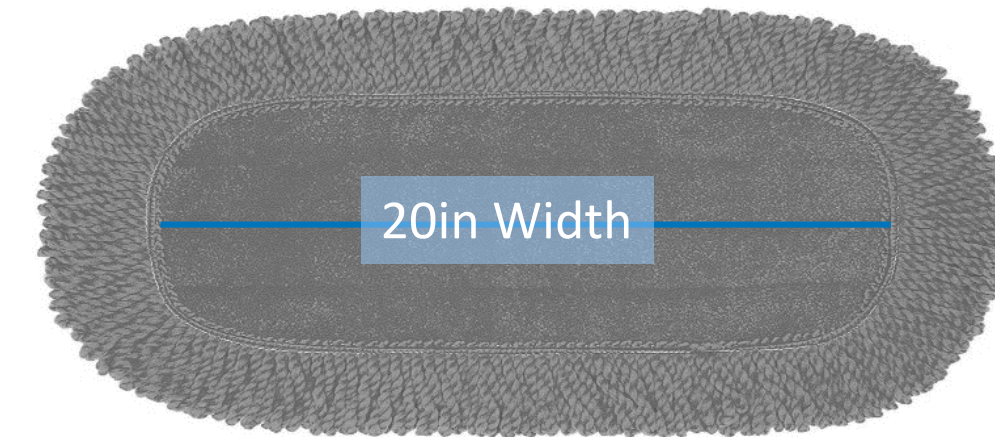
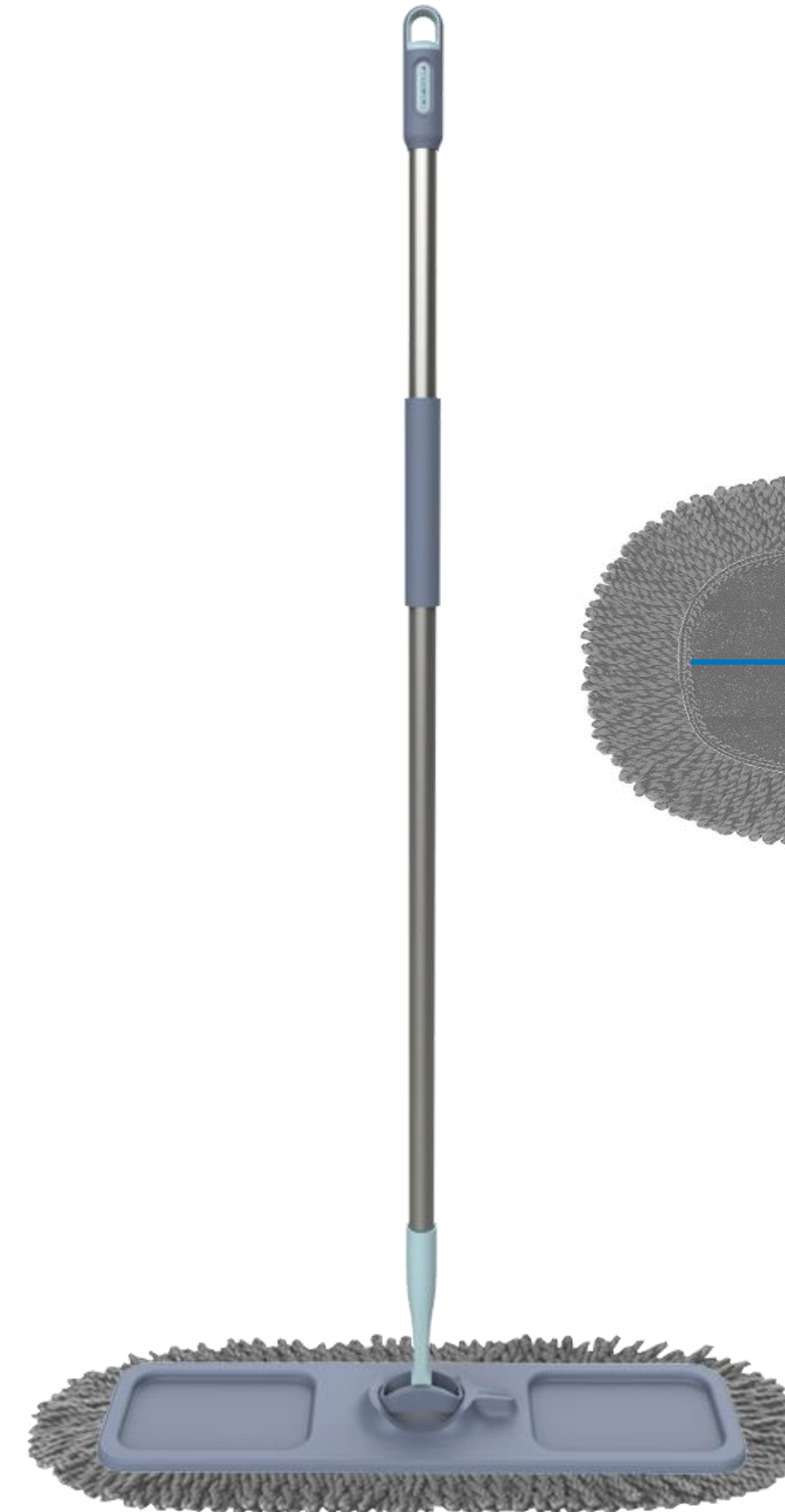
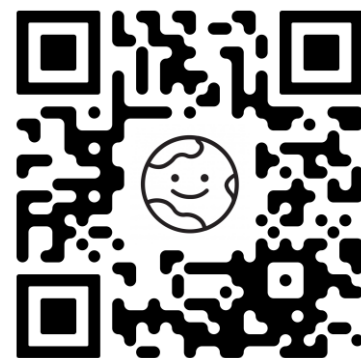


# Mega Dust Mop & Refill

- Extra wide 20" mop head - 2" wider than the leading competitor
- Machine Washable head
- Replacement heads available
- Innovation: Dual Texture Reusable Microfiber mop head
  - fine texture against the floor captures finer dirt & dust
  - long chenille fingers around the edge picks up larger particles and clean baseboards

	Item #	UPC	Cost	MSRP
Mop	8500740 (old # 8533557)	028484335579	\$	\$16.99
Refill	8500471 (old # 8533585)	028484335852	\$	\$9.99

Scan me for more details!



Dual Action Extra Wide Mop Head

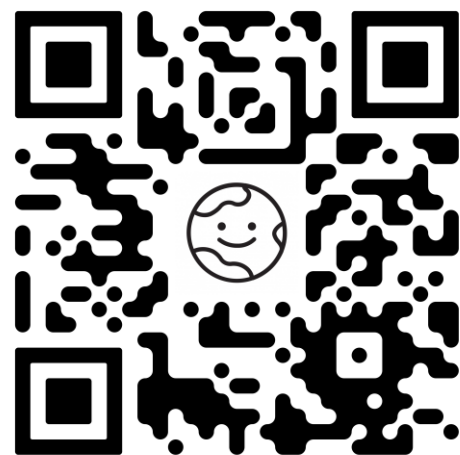
# Bowl Brush & Plunger Set



- Made from recycled materials
- Durable crimped bristles
- Heavy duty plunger with flange; works in low flow and standard toilets
- Discrete caddy keeps floors clean and dry
- Innovation: Stylish design; neatly stores away flat against the wall

Item#	UPC Code:	Retail
8500133 (old #8533564)	028484335647	\$16.99-\$17.99

Scan me for more details!



Made from 50% recycled Plastic



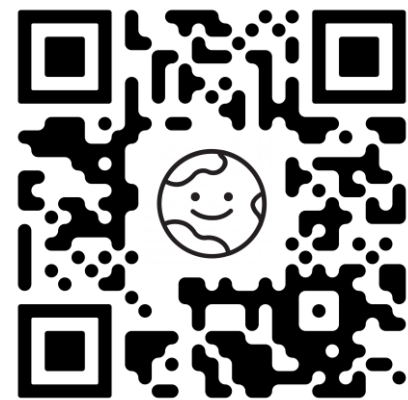
Stores neatly against the wall

# Hygienic Bowl Brush & Caddy

- Made from recycled materials
- TPR brush head are durable and stay clean so consumers don't have to replace as often as traditional toilet bowl brush, minimizing waste
- Flexible material makes cleaning curved surfaces easier and more effective
- TPR head is smooth, repelling water and dirt, staying dry after use preventing build up of bacteria and dirt

Item#	UPC Code:	Retail
8500125	028484001252	\$16.99-\$17.99

Scan me for more details!

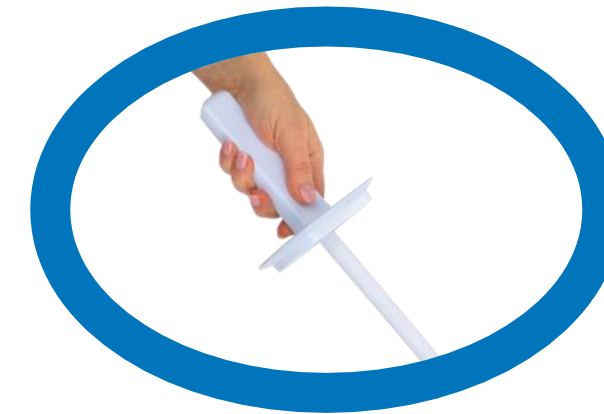


Made from 50% recycled Plastic



**casabella**

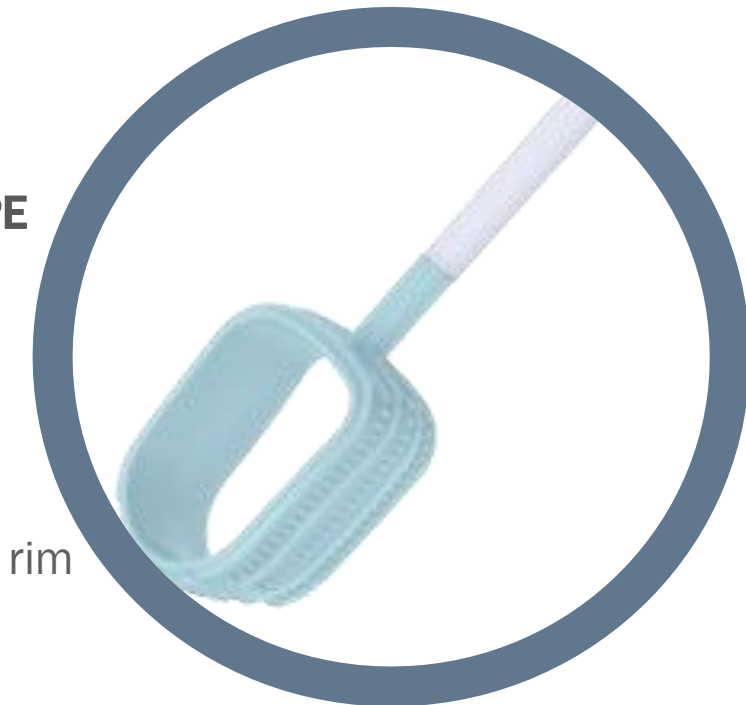
Removable Caddy Base



Splashguard keeps hands dry

## UIQUE BRUSH HEAD SHAPE

- **Ridges** effective at scraping tough stains
- **Less splash** while cleaning
- **Easy to reach tight spaces** and under the rim



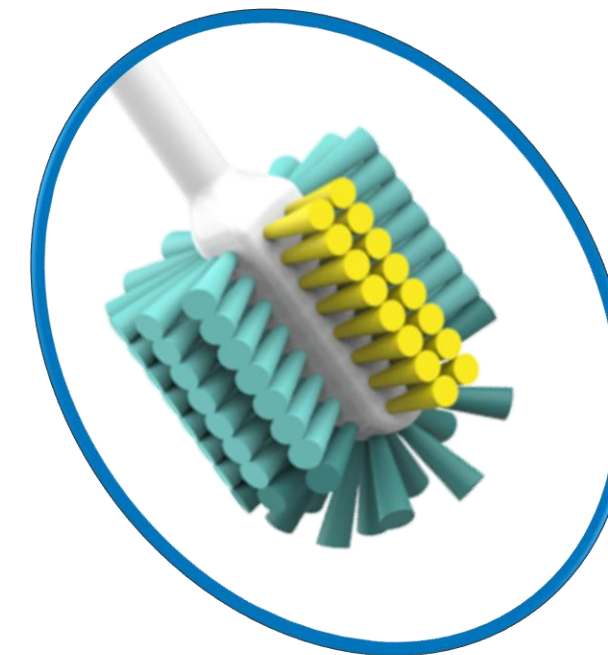
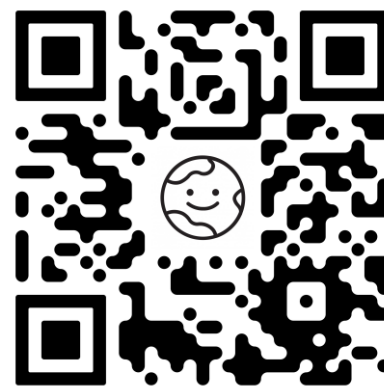


# Kitchen Bottle Brush

- Made from recycled materials
- Long, durable neck stays stiff for better scrubbing inside bottles, pitchers and carafes, fits into narrow and deep bottles
- Soft, non slip handle provides a comfortable grip, even when wet
- Durable nylon bristles
- Dishwasher Safe
- Innovation: Short angled bristles to reach touch spots

Item#	UPC Code:	Cost	Suggested Retail
8501330 (old # 8533286)	028484332868	\$	\$

Scan me for more details!



Durable angled bristles to reach touch spots

Angled handle to fit into narrow bottles



# Casabella Phase 2 Sell Sheets



# Microfiber Multi-Angle Duster



- Made from recycled materials
- Extendable duster reaches up to 60" to clean hard to reach spaces
- Foam grip for a comfortable cleaning experience
- Pivoting duster head locks in 5 positions for easy cleaning at any angle
- Microfiber head attracts and holds dust and pet hair
- Microfiber head is removable and machine washable

Item#	UPC Code:	Retail
8500842 (Old # 8533558)	028484335586	\$13.99-\$15.99

Made from 50% recycled Plastic



Pivoting head for dusting in hard to reach spaces



Comfort Grip Features

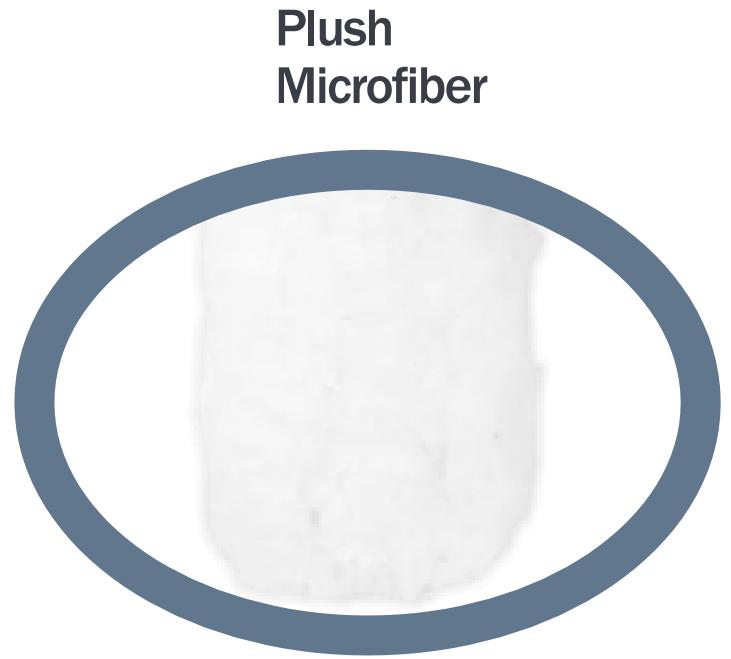
# Microfiber Duster



Made from 50% recycled Plastic

- Microfiber duster head is removable and machine washable
- Microfiber head attracts and holds dust
- Microfiber head is removable and machine washable
- Comfortable grip for easy cleaning

Item#	UPC Code:	Retail
8500838 (Old # 8533559)	028484335593	\$6.99- \$7.99



# Feather Duster



- Feather duster makes cleanups quick and easy
- Ostrich feathers naturally grab and holds dust
- Duster with contour handle is comfortable to use
- Perfect for dusting of more delicate items
- Safe for use on electronics, blinds, countertops and more

Made from 50% recycled Plastic



Ostrich feathers naturally grab and holds dust

Item#	UPC Code:	Retail
8500836 (Old # 8567302)	028484673022	\$9.99-10.50

# Vent Brush



Made from 50% recycled Plastic

- Short, nylon bristles for detailed cleaning
- Bendable wand for cleaning at any angle
- Fits into hard to reach spaces
- Perfect for dryer lint traps, air vents, and under the fridge
- Hand washable



Perfect for dryer lint traps, air vents, and under the fridge



Item#	UPC Code:	Retail
8500843 (Old # 8533138)	028484331380	\$4.99-\$5.50

# Chenille Duster



- Made from recycled materials
- Microfiber chenille duster head attracts and hold dirt dust and pet hair
- Excellent for dusting furniture, light fixtures and more
- Microfiber head is removable and machine washable

Item#	UPC Code:	Retail
8500840(Old # 8585055)	028484850553	\$5.99-\$6.99



Made from 50% recycled Plastic

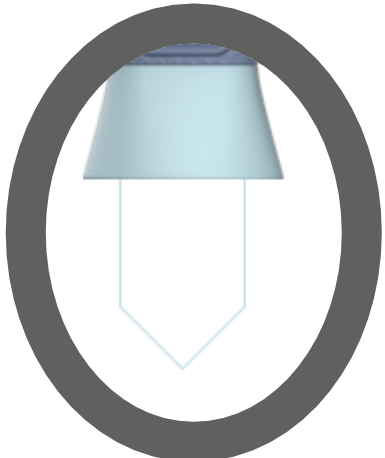
# Blinds Duster



- Made from recycled materials
- Triple blade hand duster for slatted window treatments and more
- Ideal for cleaning venetian blinds, shutters, appliances, and more
- Built in detail brush to clean around tight window corners and crevices
- Microfiber duster head attracts and hold dirt dust and pet hair
- Microfiber head is removable and machine washable

Made from 50% recycled Plastic

Item#	UPC Code:	Retail
8500839(Old # 8511307)	028484113078	\$5.99-\$6.99



Detail Cleaning Brush



Triple blade hand duster



# Microfiber Extendable Duster



- Made from recycled materials
- Extendable duster extends to 35" to easily clean hard to reach spaces
- Microfiber duster head attracts and hold dirt dust and pet hair



Plush washable microfiber

Made from 50% recycled Plastic

Item#	UPC Code:	Retail
8500841(Old # 8542030)	028484420305	\$7.99-\$9.99

# Kitchen Dish Brush

- Made from recycled materials
- Soft, non slip handle provides a comfortable grip, even when wet
- Durable nylon bristles
- Dishwasher Safe
- Build in scraper

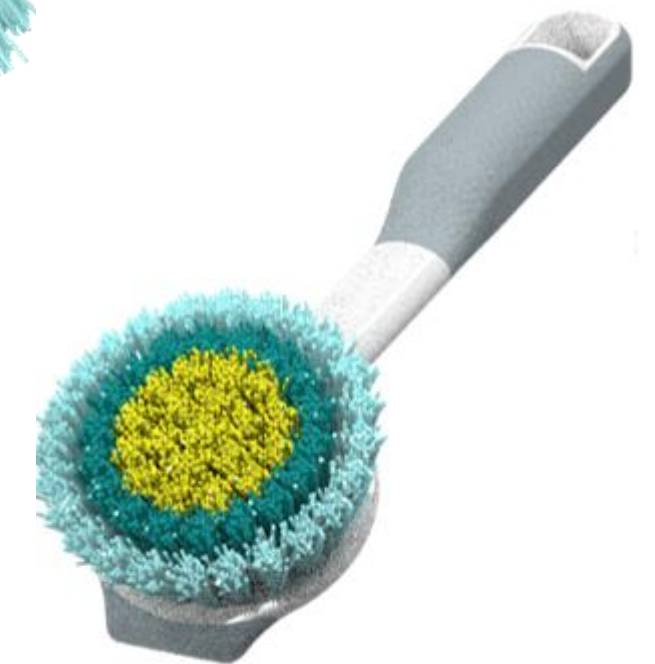
Item#	UPC Code:	Cost	Suggested Retail
8510300 old 8515572	028484155726	\$	\$



**casabella**

Comfort Grip handle

Built-In scraper for cleaning baked on messes

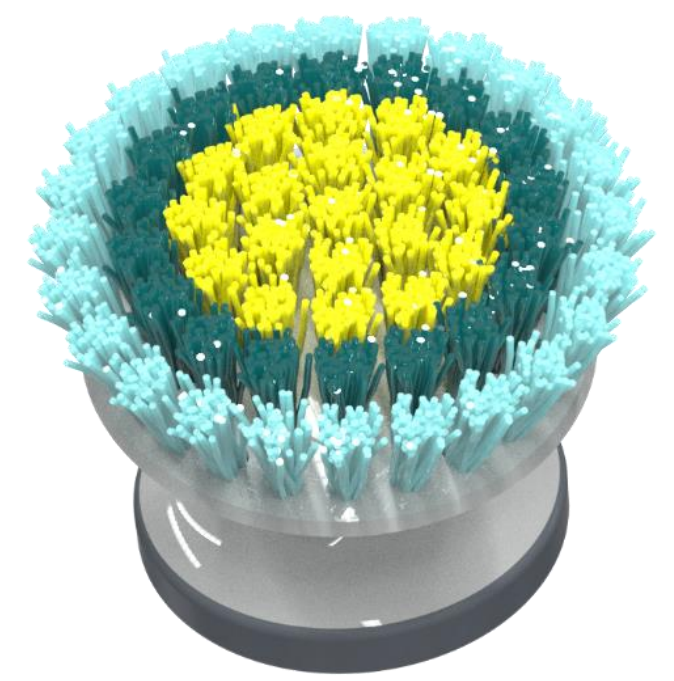


# Palm Brush with Drip Tray

- Made from recycled materials
- Soft, non slip handle provides a comfortable grip, even when wet
- Durable nylon bristles
- Convenient drip tray keeps counters clean and dry
- Dishwasher Safe

Item#	UPC Code:	Cost	Suggested Retail
8510302 old 8515571	028484155719	\$	\$

Comfort Grip handle



Convenient drip tray

# Foam Glass Brush

- Made from recycled materials
- Soft, non slip handle provides a comfortable grip, even when wet
- Soft foam head for cleaning glasses and bowls
- Dishwasher Safe

Item#	UPC Code:	Cost	Suggested Retail
8510307 Old 8515654	028484156549	\$	\$



Comfort Grip handle.



# Mesh Tough Scrubber Brush

- Made from recycled materials
- Soft, non slip handle provides a comfortable grip, even when wet
- Built in Scraper
- Durable mesh scrubber head
- Dishwasher Safe

Item#	UPC Code:	Cost	Suggested Retail
8510305 Old 8515558	028484155580	\$	\$

Mesh Scrubber head



Comfort Grip handle

# casabella® Target Consumer



## Jessica

Age 34, Minneapolis, MN

Jessica is a hip, busy mom managing an active household. Keeping a beautiful, stylish home is a must. She tries to be practical, but perception is important to her. She makes most purchase decisions based on appearance & quality, and leans towards the latest trends. She views herself as an independent thinker and has an affinity for brands that care for more than themselves.

## Young Growing Families Young Adult Couples

- Urban + Suburban Affluent Middle Class
- Spend 2X more on cleaning tools than the average shopper
- Willing to pay a slight premium for green products
- They enjoy researching products and shopping online
- Large social media users + follow influencers + OTT
- A brand's value is important in her purchase decision

Source: Numerator Consumer Panel

**\*Age 25-44**

# Casabella Redesigned: to better cater to its target market



Target Consumer

## Casabella® is Capturing Young Family Households

Casabella® is currently capturing a young household that has recently moved into single-family homes. They have disposable income, are busy with family needs, look for quality products that are safe/healthy.

## Purchases are highly Influenced Online

More likely to be influenced by web promotions, social media ads, influencers and online reviews. They are active users of technology and often use it to research products and save time from going in-store.

## Opportunity to Capitalize on the Young Growing Family Shopper

Casabella® can continue to grow share of the young families' cleaning tools spend. They are busy, active households that need brands they can trust delivering quality products without hassle.

Source: Numerator Consumer Panel