



enjoy your dreams!™

COMPETITIVE ADVANTAGES

BRAND

- Powerful US brand with worldwide awareness and more than 20 years experience on the market
- Pioneer in creating products designed to help children & families to achieve a better sleep
- Trusted by parents and professionals : testimonials, reviews, industry awards ...



PRODUCTS

- Make bedtime ritual a pleasant and magical moment
- Soothe the senses with light projections & sounds
- Innovated products with patented technologies
- New product features (Cry Sensor, Tap Sensor etc.)
- New projection colors
- New nomad products
- Products redesign



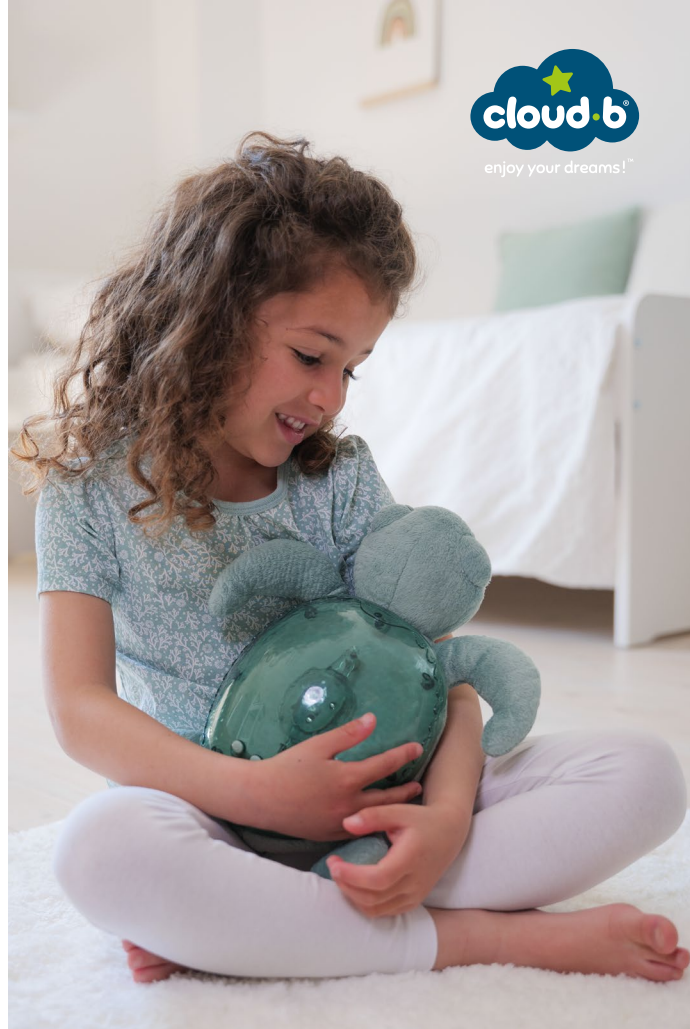
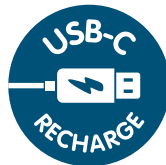
PRODUCTS

- **Tranquil Turtle™** :
 - Over 1 Mio units sold over the last decade
 - 10th Year Anniversary: reinvented with a rechargeable version, including recycled materials and additional features!
- **CloudBox™** : ground-breaking product which revolutionize the storyteller market
- **Lovelight™ Buddies** : the perfect combination of a nightlight and a plush, with a recording function



SUSTAINABILITY

- Rechargeable USB-C for Tranquil Family, Lovelight, CloudBox™
- Sustainable materials : Fabric and stuffing made from 100% recycled fibers on new products
- GRS certification for recycled fibers
- FSC certified packaging
- Recycled plastic on main new products
- Recycled polybag



IN STORE SUPPORT

- Display multi products to showcase all the product range
- Projection box : to demo lighting effects and create an in-store visual experience
- CloudBox™ display : Column display or shelf display



SOCIAL MEDIA

- Strong influencer's community
- Contests
- Free Gifting
- Cloud b blog in progress
- Tik Tok account to come





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THANK YOU !