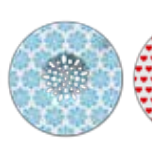




THE DISPOSABLE STRAINER™ **sink skin™**



Business Summary

SINK SKIN™ has developed a line of high-quality unique and innovative decorative disposable strainers and plugs for sinks and bathtubs (a total of 6 products to date, with more under development). The products are protected by several patents. SINK SKIN™ is a US registered trademark.

Customer challenge

Many people are repulsed when they clean their strainers and come into contact with the waste that accumulates in them (dirt, slime, hair, scraps of food, etc.). They therefore refrain from using strainers altogether, risking germs, foul odors and drain blockages.

Products

A disposable strainer (or plug) for sinks, bathtubs and drainage outlets, meeting the American and European standards and compatible with 90% of the sink and bathtub drainage outlets in the world. Offered in a virtually limitless range of colors and designs (including children's brands) and minimize contact with the waste accumulated in the strainers. Durable, can be used for up to 2 weeks before discarding. 4 Flagship products on sale, new products under development.

Target Market

SINK SKIN™ is targeting 3 market segments:

1. Private consumers - through retail and online sales
2. Institutional customers - hotel chains, hospitals, etc.;
3. Manufacturers of personal care and hygiene products, to serve as a promotional platform, with their logos printed on the strainers.

Business Model

Based on repeat purchases, with the replacement of the strainer daily or every few days becoming a routine, as opposed to the use of non-disposable strainers (most are made of stainless steel or rubber and accumulate germs and mold), which are purchased by millions worldwide daily.

Marketing

SINK SKIN™ maintains contact with chain stores and distributors. Also, media exposure in shopping channels, DRTV, social media.

Sales

SINK SKIN® distributors: **Watts, Home Hardware (Canada), SINI (Finland), HSTV (UK shopping Channel), M.A (Israel).**

SINK SKIN® also operates an online store in a major Israeli online shopping portal (marmelada.co.il). within 6 month, sink skin became a Top Best Sellers.

Production and inventory

SINK SKIN™ operates a semi-automatic production line, and is planning to establish a fully-automated line soon. Its inventory includes ~ 1M strainers (of all the designs and patterns) to fill impending orders.

Competitors

Manufacturers of non-disposable strainers and plugs, manufacturer of disposable strainers (of inferior quality, not decorative); manufacturer of non-disposable decorative strainers.

Competitive Advantages

- Minimize contact with the waste accumulated in the strainers
- Decorative - a growing range of designs that brings style to the kitchen
- High level of hygiene
- Prevent blockages, allows avoiding high plumbing repair costs
- Excellent promotional platform

Website

www.sink-skin.com

Video

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Industry

Fashion Plumbing & Retail

Established

2012

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