

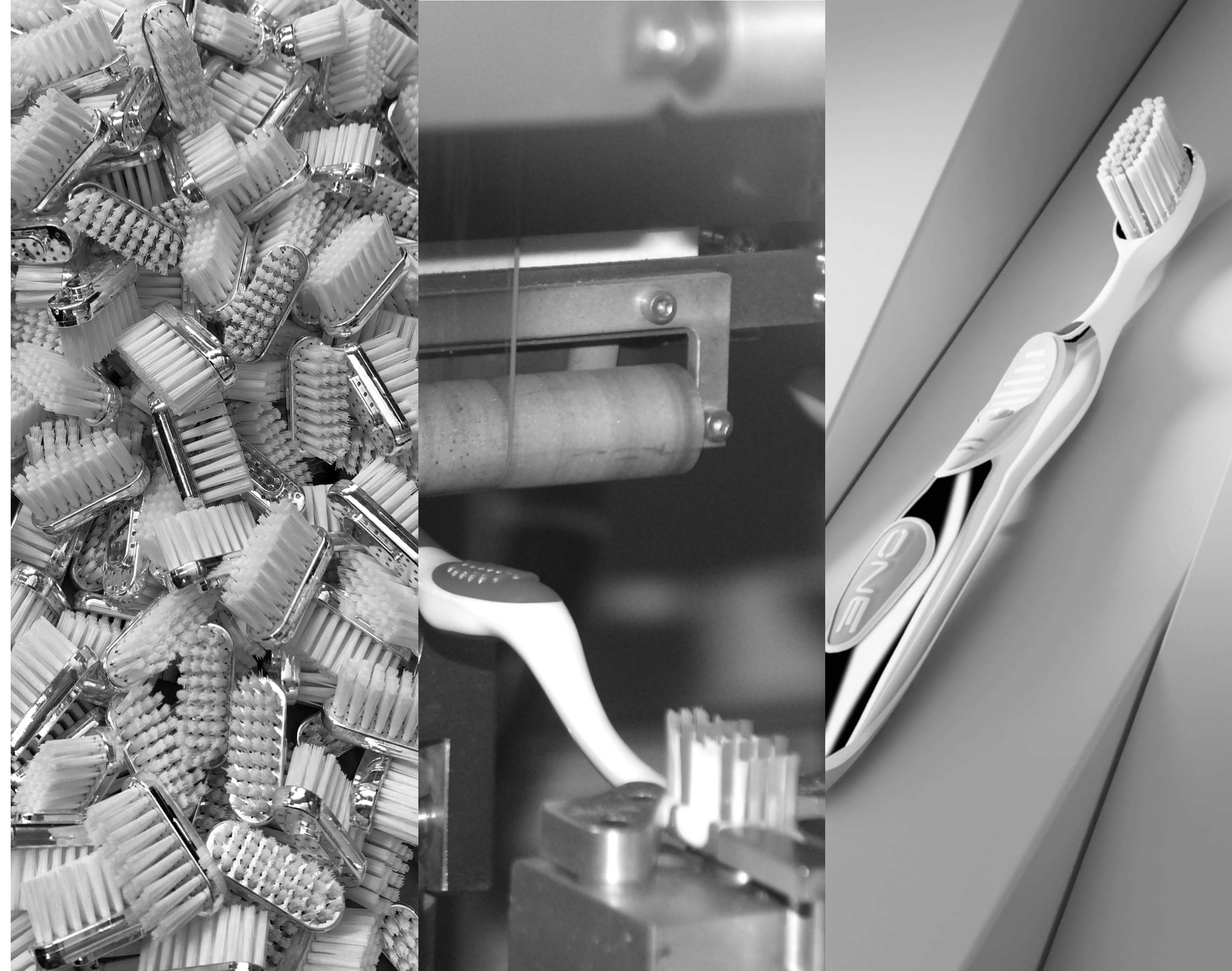
Silver[®]Care
NATURALLY ANTIBACTERIAL

MADE IN ITALY

for
YOU

Spazzolificio Piave SpA

13/11/2024



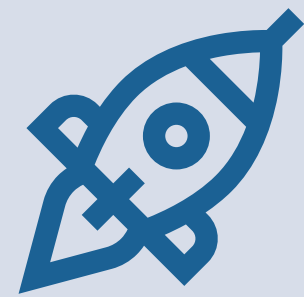
**Designing toothbrushes
from a timeless perspective.**

OBJECTIVES



BRAND ETHOS

We have always been committed to providing innovative and eco-friendly solutions for oral hygiene, ensuring efficient and functional products, developed in close cooperation with dental experts.



OUR MISSION

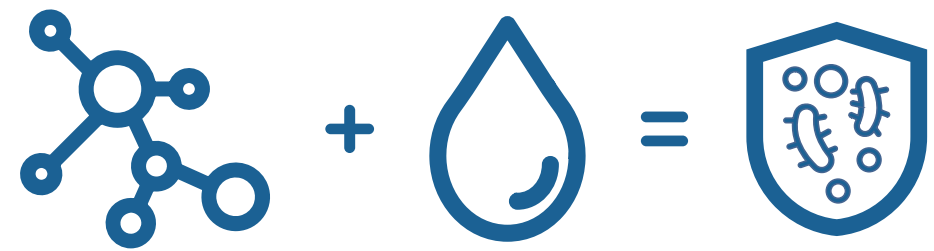
Silver Care is naturally antibacterial as always and more eco-sustainable than ever. Antibacterial oral care is beneficial for the health of the entire body and must be accessible for all pockets.



BRAND PARTNER

We thrive to build long-lasting relationships with a brand partner in your region. A company that is willing to invest in order to become our brand ambassador and exclusive distributor with whom we intend working side-by-side.

UNIQUE SALES POINTS



Silver, on contact with water, releases active ions which eliminate the bacteria trapped amongst the bristles of your toothbrush. This is the natural antibacterial property of the silver that coats the Silver Care toothbrush.



ANTIBACTERIAL

When consumers understand that traditional toothbrushes (both electric and manual) are contaminated with bacteria, during normal daily use, they will perceive the importance of using a toothbrush with **naturally antibacterial silver**.



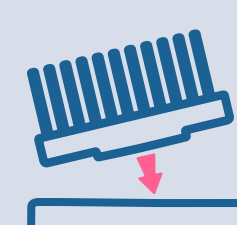
ECO-SUSTAINABLE

Thanks to SilverCare's Click & Change system, simply by replacing the brush head, you can reduce plastic waste by 92%. The widespread use of toothbrushes with refillable heads would allow Italy to save around 2000 tonnes of plastic.



TOP QUALITY

- Product sterilization during the packaging process.
- Perfect end-rounding of the bristle tips.
- ISO 9001:2015 certified quality control management.
- Cribis Prime Company.
- **MADE IN ITALY**



BRAND LOYALTY

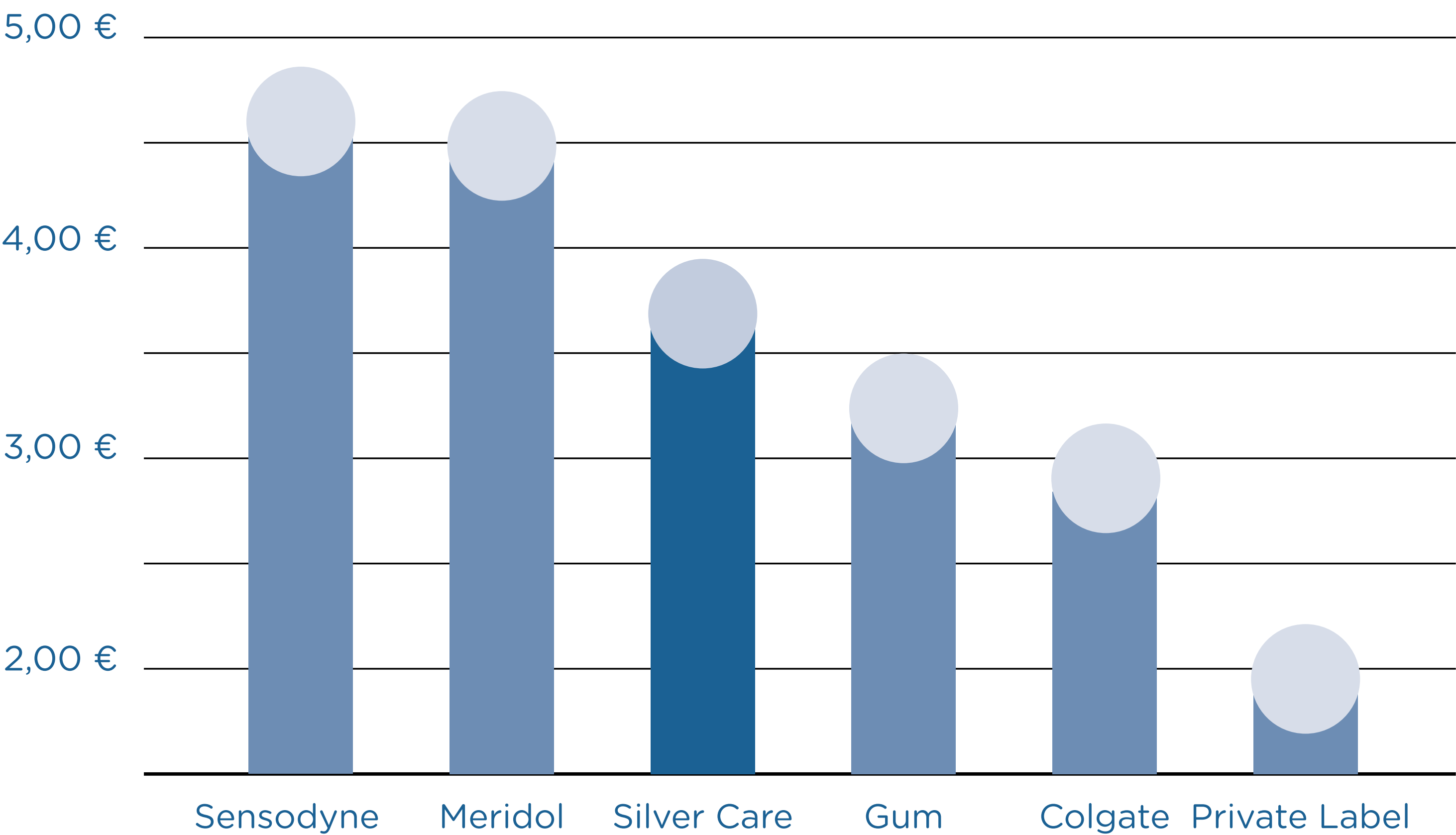
Thanks to SilverCare's Click & Change system, once the consumer has bought the toothbrush, the most logical choice is to replace the heads, which are only available under the Silver Care brand.

MARKET POSITIONING

Silver Care is positioned in the upper middle segment price-wise, but for quality and uniqueness, definitely top level.

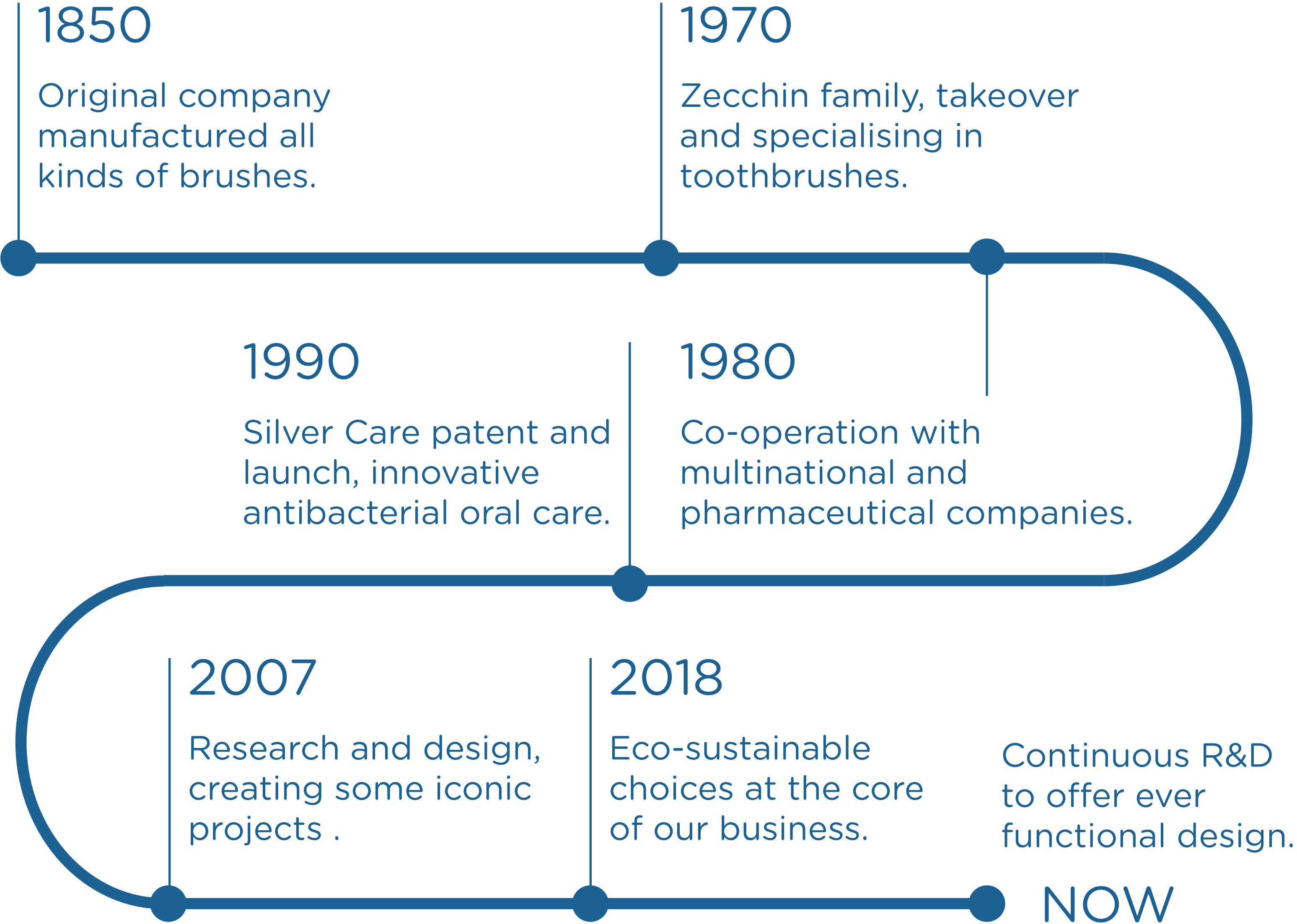
* Consider that many multinational brands manufacture outside of the European community.

Adult toothbrush



OUR HISTORY

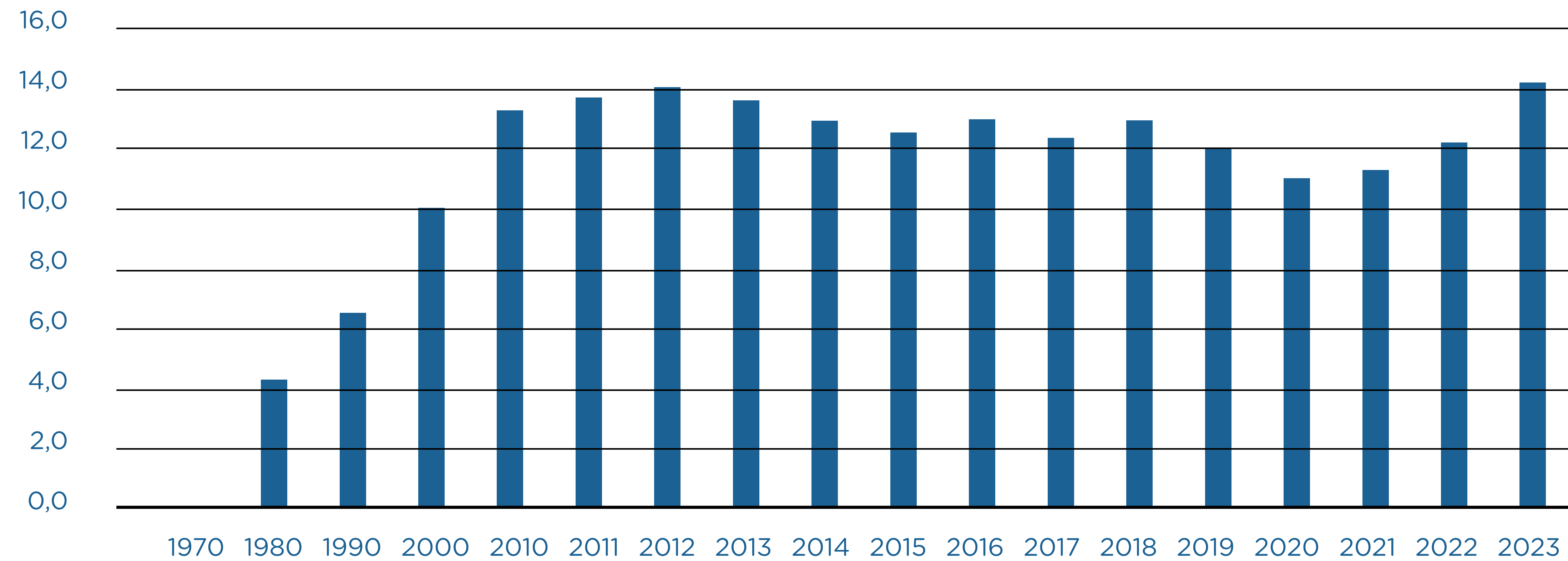
In 1970 the company was taken over by the Zecchin family, who transferred the activity to its present location, Onara, and started creating new models and brands for the distribution on national and international markets.



COMPANY GROWTH

The growth of Spazzolificio Piave is the result of a careful research and development and a modern and rapid marketing approach. The evolution of the turnover is the result of constant investments that the company has made and the introduction of innovative products on the market.

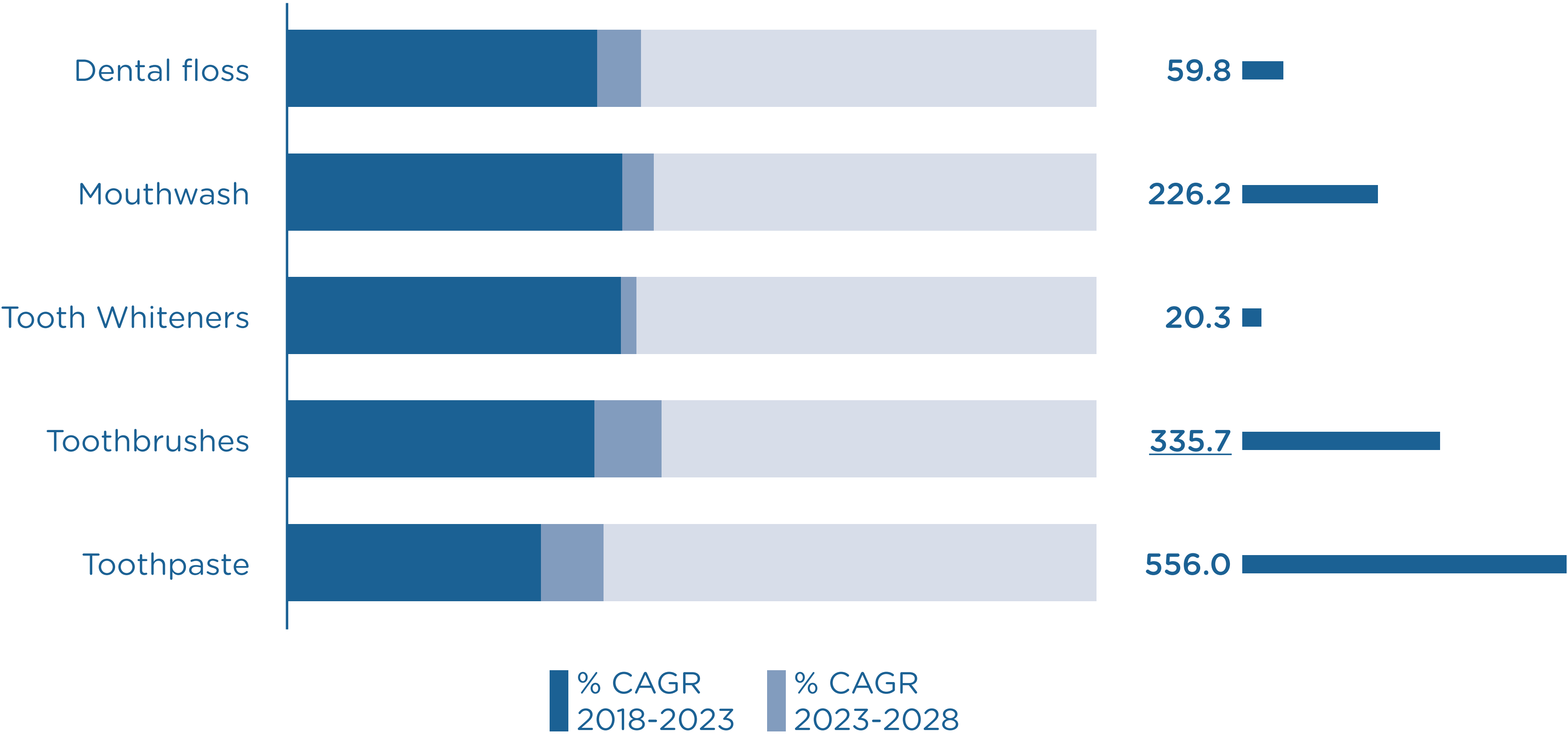
Turnover (million €)



ITALIAN ORAL CARE SALES BY CATEGORY

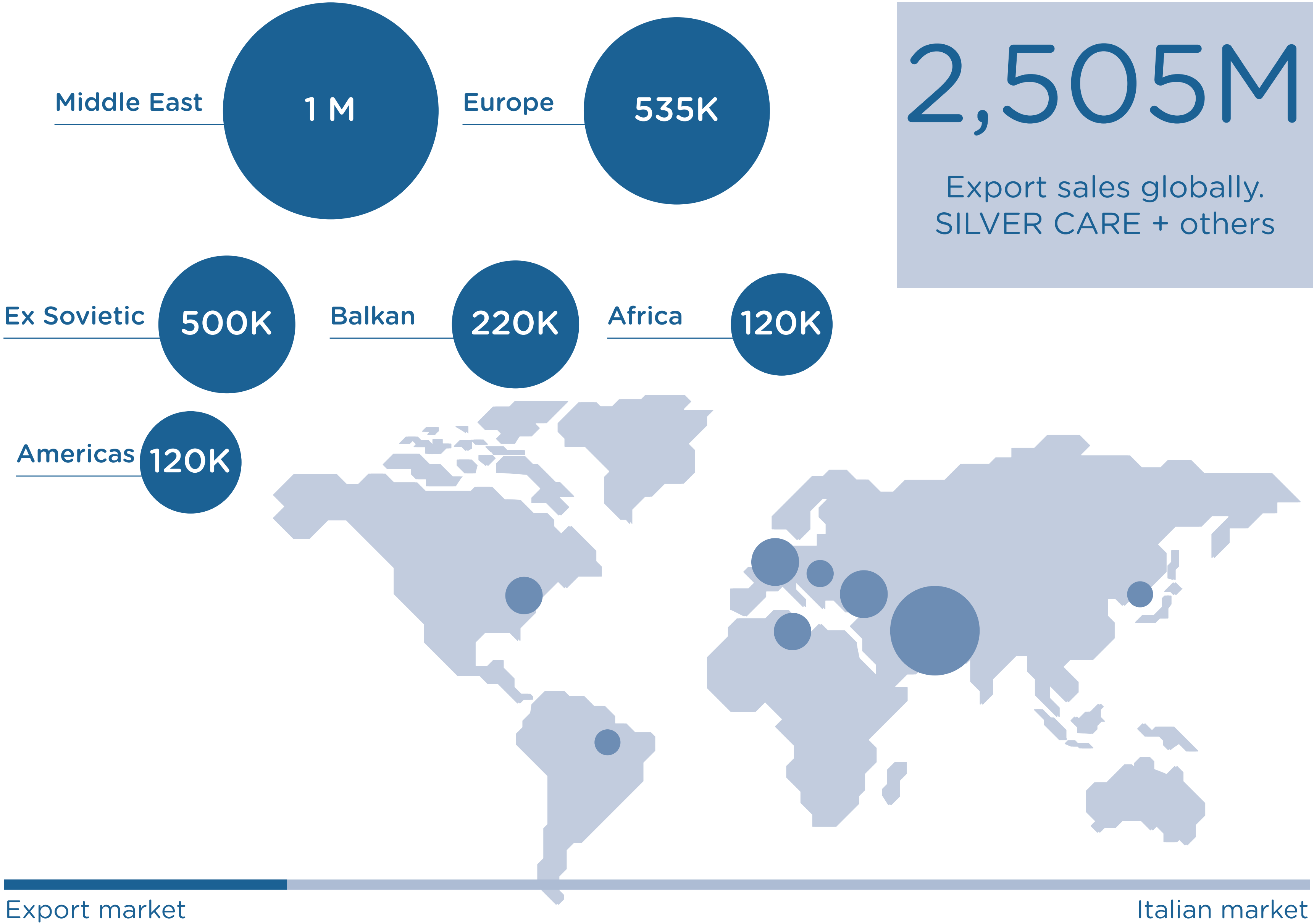
Retail value RSP - EUR million - 2023 Growth performance

€ 335.7 million is the value of toothbrushes sold.



EXPORT MARKET

Our global Export market has roughly 15% share of our total market value. With the right partner in UAE this could increase significantly. In Italy our toothbrush market share is 8 %, just behind the multinational brands.



MARKETING SUPPORT



MARKETING MATERIAL

We are able to support our partner with marketing material which includes: social media content, counter top and floor displays, catalogues and sales kits filled with samples for your sales team.



PROMOTIONAL ACTIVITIES

The economical support that the company can provide is directly proportional to the value of each individual order. This is negotiable in consideration of the products selected and volumes required.



BRANDED CONTENT

We share all the branded content at our disposal with our partners. Our partners are also free to create branded content that suits the cultural traditions of their specific geo location, as our clients in Lybia, Lebanon and Iraq are doing.



Research and Development

We are constantly evolving in the development of oral hygiene solutions with a single purpose, to improve people's lives.

The research for innovative materials, the attention to the environment and the design of new shapes make our products unique and with superior quality standards, thus bringing **Made in Italy** all over the world.



Production

All production is carried out in our factory in Onara ITALY, a unique feature for a company manufacturing toothbrushes and oral care accessories.

Made in Italy is prestigious.

These words make every Italian manufacturer proud. It is based on creativity matched with quality and design. Our creativity and skills are properly valued on international and local markets.



Packaging

In this phase we have studied and certified, in cooperation with the University of Milan, a sterilization system of the products using UV lamps.

This process allows us to have the certainty that the consumer will receive a clean and sanitized product.

Private Label Accounts

Contract Manufacturing accounts for roughly 35% of the company's turnover and the main customers are in the 10% pharmaceutical sector, while private label production for supermarket chains is about the 25% of the total turnover.



Thank you.

Do you have any questions?

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