



# BRIEF BRAWN

OCT 2024

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## What we do

DIVA has been committed for over 30 years to the research and production of innovative wipes set for the cosmetics sector and for emergency and home cleaning. For over 15 years, we have been a leading player in the market of self-heating devices for personal well-being, driving development and becoming the only company in Europe capable of producing them in-house.

## Our roots

DIVA has always been characterized by a strong connection to its local territory. The production takes place amidst the unspoiled nature of Umbria, a region rich in springs and thermal waters in the green heart of Italy, surrounded by places of rare beauty that have become UNESCO World Heritage sites.

## Our mission

We have always believed it is important to contribute to making people's lives a little easier every day through comfortable and immediately convenient products.



# ↓ Institutional profile

**Internal Skills**



Laboratory - Certifications - Production - Warehouse

**Skills towards the outside**



High Quality

Innovation

Attention to the consumer

Fabrics  
↓  
Formulas

Research  
↓  
Test

Specific products  
↓  
Safe hygiene    Wellness

in respect of the environment

**Reliability**  
Continuity and innovation

**Competence**  
efficiency and professionalism

**Dynamism**  
Development and creativity

**Sustainability**  
Raw materials and Sustainable Packaging  
Production with 100% Energy from Renewable Sources





### **BRAWN Dust Catcher**

it is a line of products in the **Home Care category**, positioned in the "**dusting**" area for furniture, surfaces, and floors in large-scale distribution (GDO). Products of this type already exist on the market, and the public is now "used" to seeing them on shelves. However, this product contains several features and overwhelmingly surpasses other competitors, with proven results.

### **PRODUCT FEATURES**

- **N°1 FOR EFFECTIVENESS** with the ability to capture and hold dust and hair up to **50% MORE THAN THE MARKET LEADER**.
- **The PATENTED 3D MATRIX PATTERN** ensures **maximum adhesion of the cloth**, both when used by hand and with a specific broom, **for optimal cleaning**. Starting from the surface area, which is **softer** due to its **electrostatic properties** and **mechanical cleaning movement**, it captures dust (hair, fur, mites and impurities) and then deposits it in the fabric's basal layer, where the gaps at the base of the pattern help retain the captured dust.
- This action is enhanced by the **BLEND OF NATURAL OILS**, specially formulated for floors and parquet, which amplifies the cleaning effect.
- To ensure constant comparison with other market players, **Diva International has developed a tailor-made test through an external laboratory to be used as a standard for national and international comparisons**.



# Claims

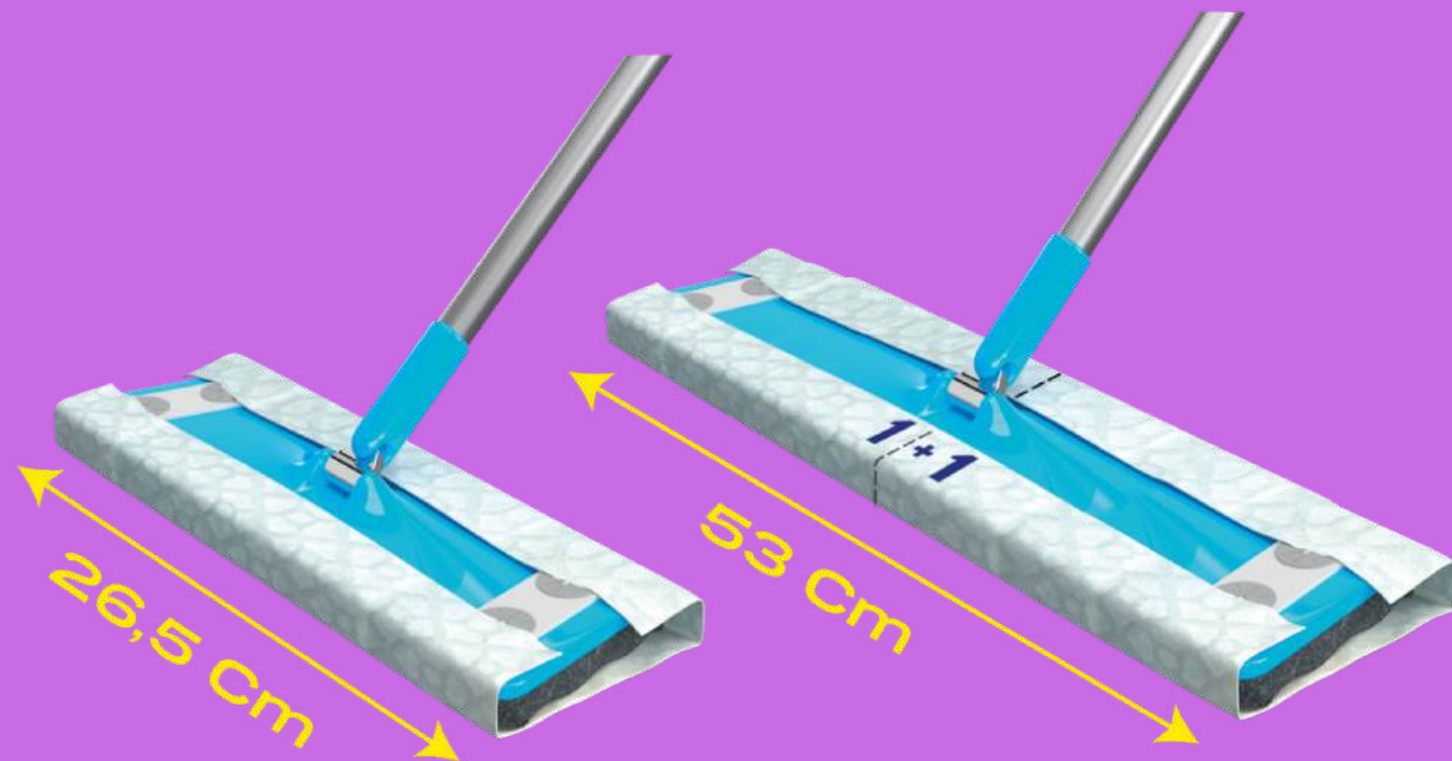


- CLOTH WITH NEW HIGH-CAPTURING 3D TEXTURE AND ELECTROSTATIC CHARGE
- ULTRA EFFECTIVE ON DUST, HAIR, AND FUR
- FOR ALL TYPES OF FLOORS
- PLEASANTLY SCENTED, THE CLOTHS HAVE THE BEST FRAGRANCE IN THEIR CATEGORY, PREFERRED EVEN OVER THE MARKET LEADER.
- DUAL USAGE: BY HAND OR WITH A MOP SYSTEM

Laboratory tests demonstrate the superior effectiveness of **BRAWN** in trapping dust, hair, and fur: **27.3% for BRAWN** compared to 23.5% for the market leader."

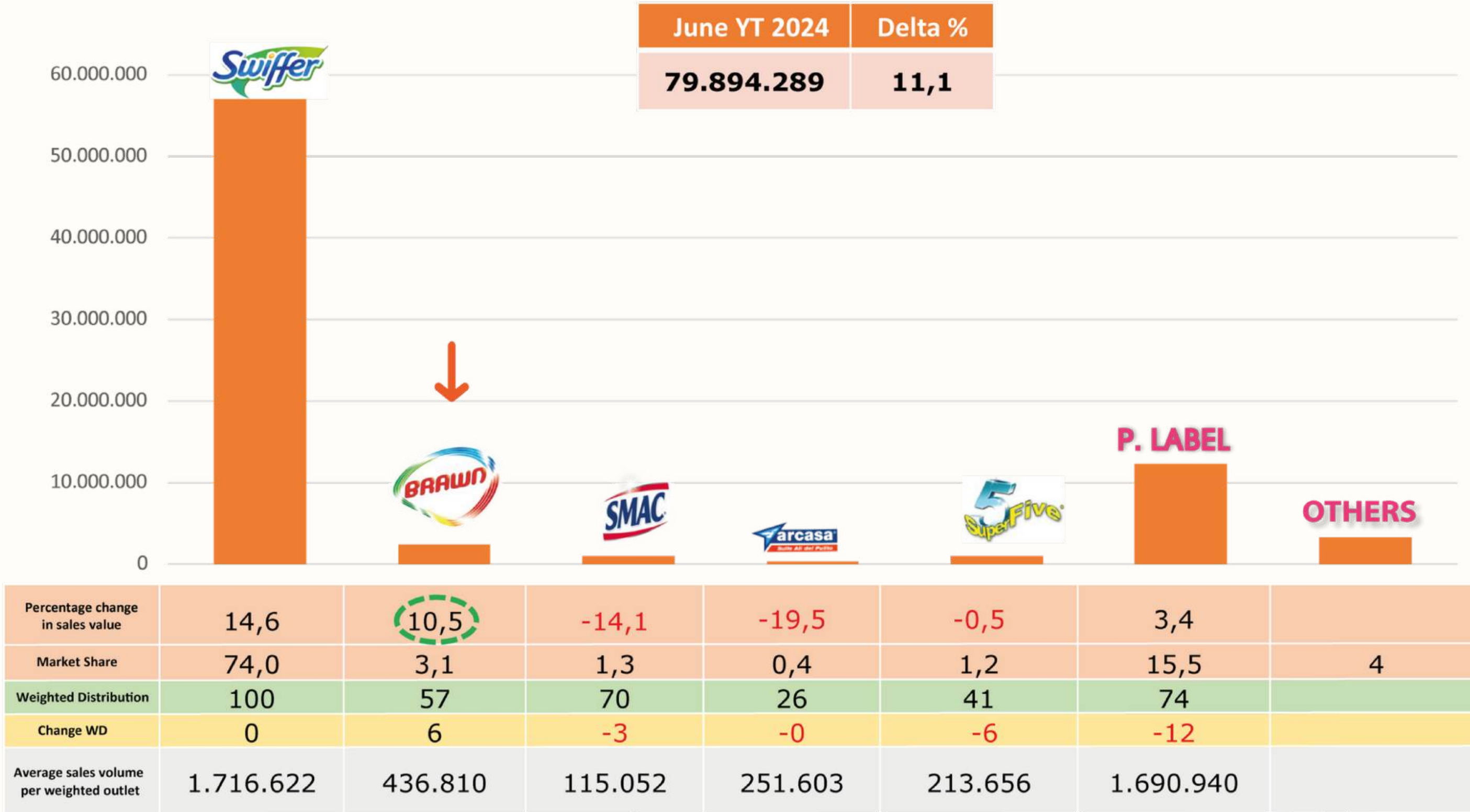
# News 2024

**High-thickness** cleaning cloths for all surfaces, made with a **new three-dimensional texture**, in a convenient multi-tear roll.





# ↙ Market share of DUST CATCHER by VALUE



Market Performance  
June 2024  
YT  
IP+SM+LS+casa  
toilette



# The product line







### **BRAWN Safe Laundry**

It is a product in the **Home Care category**, specifically in the “**laundry**” **section**, positioned on the shelf alongside other laundry products in large retail stores. Products of this type already exist on the market, and the public is now “used” to seeing them on shelves and using them. However, this product incorporates various features and overwhelmingly outperforms other competitors (13 cloths tested) with proven results.

### **PRODUCT FEATURES**

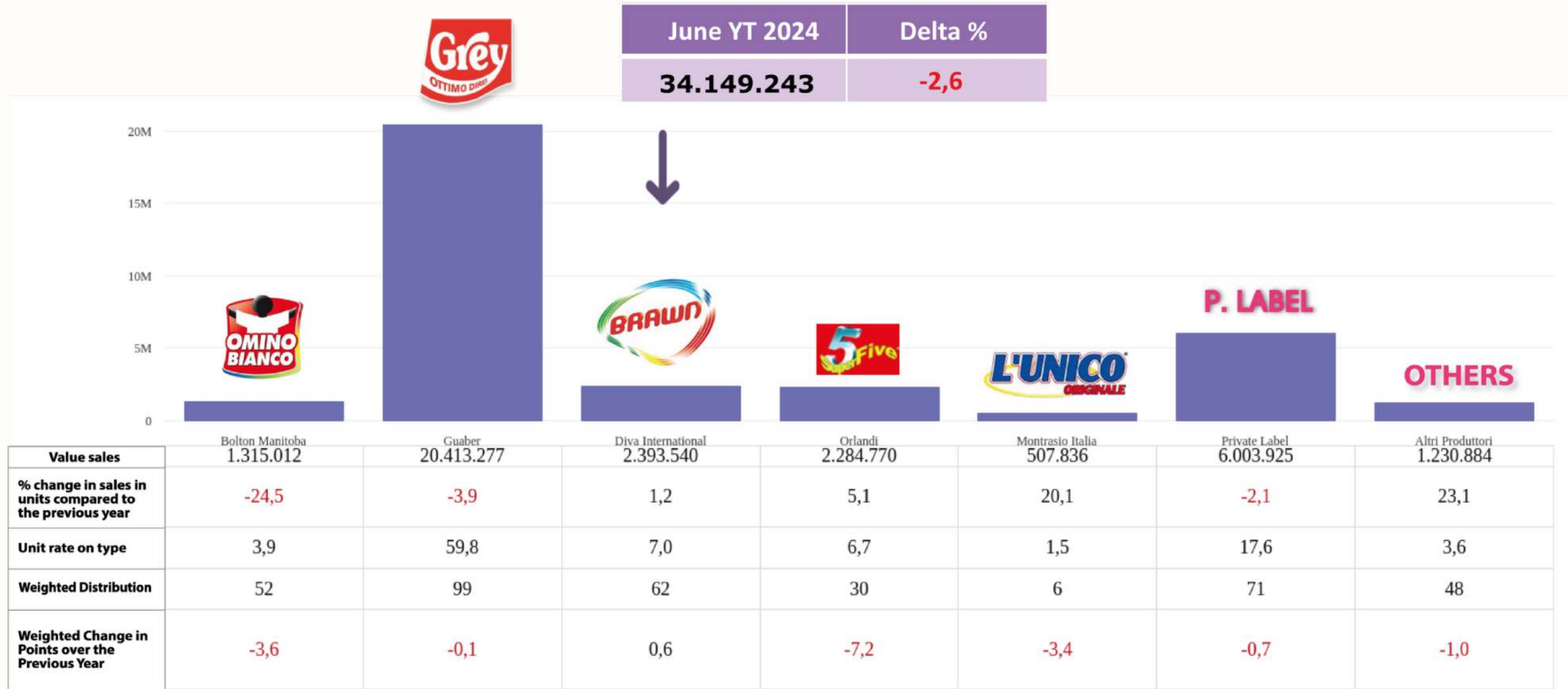
- The cloth contains an innovative formula enhanced with **special inhibiting agents that 'trap' color particles, carrying them away with the final rinse and 'shielding' fabrics from absorbing the colors that disperse in water during garment washing.**
- Finally, any dye residues remaining in the water are absorbed by the cloth, preventing them from transferring onto clothes and preventing whites from turning gray.

# Claims

- ULTRA EFFECTIVENESS AND HIGH PERFORMANCE OF THE FORMULA
- INHIBITING AGENTS THAT CAPTURE DYES AND COLORS DISPERSED IN WATER
- SHIELDS FABRIC COLORS BY INHIBITING THE TRANSFER OF DYES BETWEEN GARMENTS
- RECOMMENDED FOR EVERY WASH WITH WHITES AND COLORS
- LOW ENVIRONMENTAL IMPACT CHEMICAL PRINCIPLES
- ALLOWS FOR LOWER ENERGY CONSUMPTION
- BOX MADE OF 100% RECYCLED PAPER



# ↙ Market share of SAFE LAUNDRY by VALUE



Market Performance  
June 2024  
YT  
IP+SM+LS+casa  
toilette



# The product line





### **BRAWN CLOTHS for DRYER**

The BRAWN line also includes another reference in the **Home Care category**, specifically in the **“laundry” section**, called BRAWN Cloths for Dryer. This product is significant for the company in terms of sales and is intended to be featured in the advertisement with a brief mention, without specific descriptions, to provide a clear idea of a well-defined product line that meets consumer needs.

### **PRODUCT FEATURES**

- The BRAWN Cloths for Dryer **facilitates the drying of laundry** in various programs of tumble dryers or washer-dryers, making garments soft and aiding in ironing.
- Its special composition also has an **anti-static effect that eliminates electrical charges**, preventing lint from sticking to fabrics and transferring from one garment to another.
- To give a pleasant scent to clothing, The BRAWN Cloths for Dryer can also be used inside wardrobes and drawers, for example during seasonal changes, or in gym bags, shoe racks, etc.

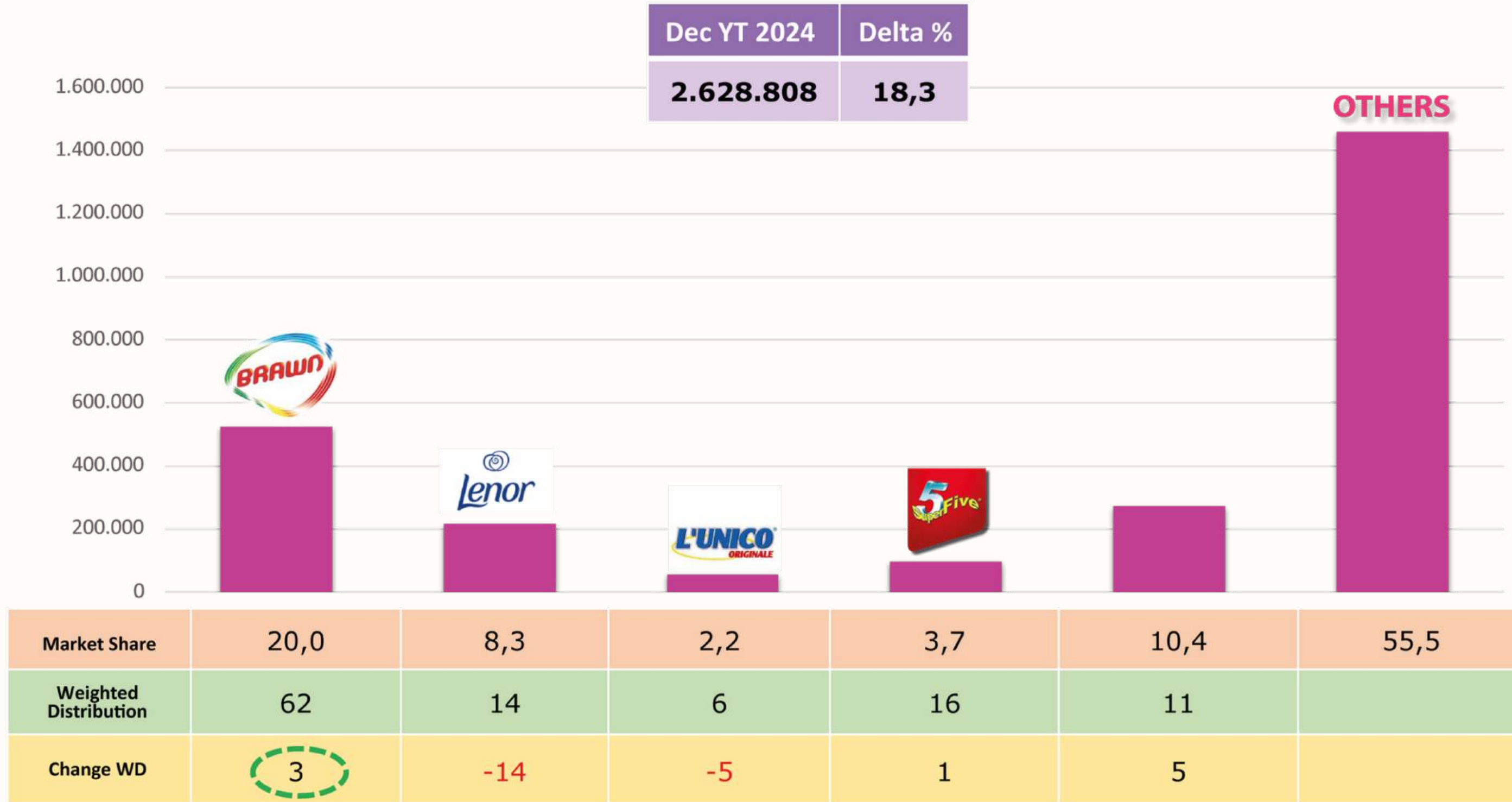


# Claims

- IRELEASES A FRAGRANT FABRIC SOFTENER
- TRAPS LINT
- EASY TO IRON
- BOX MADE OF 100% RECYCLED PAPER



# Market share of CLOTHS for DRYER by VALUE



Market Performance  
Dec 2024  
YT  
IP+SM+LS+casa  
toilette

# Request for online advertisement

Concept for advertisements featuring BRAWN branded Dust Catcher and Safe Laundry products, including footage and descriptive content highlighting the product's unique features.

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## Target

84% Women aged 20–65 + 16% Men, mostly single and students aged 20–65  
**Worker 48% - Housewife 28% - Student 5% - Retired 19%**

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## Format

Video reel 10/15 seconds for social media channels (Instagram, Facebook, YouTube, etc.)

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## Desired messages and content

RELIABILITY AND INNOVATION  
PRODUCTION WITH 100% ENERGY FROM RENEWABLE SOURCES

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## Intrinsic values of the products

- **SAFETY** certified by competent authorities
- **REASSURANCE** of peace of mind in the daily use of the products
- **CREDIBILITY** because behind the products is a company recognized by the market and consumers
- **FAVORABLE TESTS**



**THANKS**

OCT 2024