

# Carriwell™

for your growing needs

Introducing...

We have been “supporting” pregnant and new moms with **comfortable;** convenient nursing underwear for over 14 years through an increasingly **confident & positive** retail network in over 30 countries.

Our retailer network includes **Babies R Us; Boots; N.C.T.** and numerous others.



Retailers...

Carriwell focuses on creating strong & supportive supplier-retail **relationships** and our entire range and concept has taken retailer needs & wants into consideration.

Our major objective is to attract women during their early pregnancy into **stores**. This ensures **early brand awareness** for the stores before any expensive items like strollers & cots are purchased.

This is achieved through our award winning pregnancy bra. Starting her pregnancy with a positive “Carriwell” experience leads to **future sales** for both Carriwell & stores i.e. early brand awareness.

**Liquidity** through minimal & quick stock turnover, reduced **labour costs**/selling time by using clear, simple packaging & **no warehousing** as everything fits on one stand.

The stand; a “micro store-in-store concept” measures less than <math>1m^2</math> with excellent sales-to-square meter returns and no need for valuable wall space.



Revolving Stand Complete Extension

Packaging has been specifically developed to be visually **appealing & descriptive;** minimizing sales consultants “selling-time”. EVA bags instead of boxes allow for great cross merchandizing opportunities and guarantee that the goods arrive **presentably** when sold through web shops.



**75%** of women wear the wrong bra size & bra fitting can be time consuming! Our unique sizing table & concept ensures the right “**adjustable**” size; saving both time & stress and adding to a **positive** shopping experience.

Most importantly for **web shops;** the “wrong size returns” are extremely limited due to the unique sizing concept. Fewer returns = higher profits

Quick Turnover + Minimal Stock = Great Cash flow!!

We look forward to you joining the Carriwell Retail Network. Please contact us on [info@carriwell.com](mailto:info@carriwell.com) for further information.