





SUR LA ROUTE



OUR STORY

TOLETTA was founded in 2008 after the need for paper toilet seat covers in public washrooms was discovered. Not only were these toilet seat covers rarely available in washrooms, but it was also difficult to find them for sale in retail stores. The products that were available were all made from the same crunchy thin sheets of one layer paper, not exactly the most comfortable or the best protection for your tush. So, a better product was made — One that is softer, larger, and thicker than other brands. This premium paper is a need for customers worldwide including North America, LATAM, Europe, Asia, and the Middle East.

TOLETTA OFFERS A FULL RANGE OF BATHROOM PAPER PRODUCTS FOR RETAIL AND COMMERCIAL APPLICATIONS. OUR PURSE SIZE TRAVEL PACKS ARE SOLD IN 5000+ RETAIL STORES AND HAVE BEEN FEATURED ON NBC, DOCTORS TV, GLAMOUR, MARIE CLAIRE, COSMOPOLITAN AND VOGUE. WE'RE PASSIONATE ABOUT MAKING A DIFFERENCE AND CREATING PREMIUM HYGIENE PRODUCTS FOR USE IN PUBLIC BATHROOMS.

















MAGAZINES

TOLETTA was featured in top fashion and beauty magazines.























TV SHOWS

TOLETTA was featured on The Doctors TV Show, NBC Today Show and more.



















RETAIL STORES

TOLETTA has been listed in some of the largest retail stores worldwide.































MFNT

TOLETTA SECURES INVESTMENT ON LION'S DEN KENYA

December 20, 2016 (Newswire.com)

Kenyan distributor of Ottawa-based Toletta products, Integral Three landed a considerable investment from two leading business moguls on Lion's Den, Kenya's iteration of the well-known business television series Dragon's Den and Shark Tank. Toletta caught investors' attention with its high-quality protection against germ-ridden surfaces and its potential to improve hygiene in public restrooms across key markets. In a shared deal between two Lions, trailblazing entrepreneur Olive Gachara and venture capitalist Kris Senanu agreed to invest a combined 300,000 Ksh for a split 30% equity in the business.

Integral Three Featured on Lion's Den Kenya

COMPANY NEWS















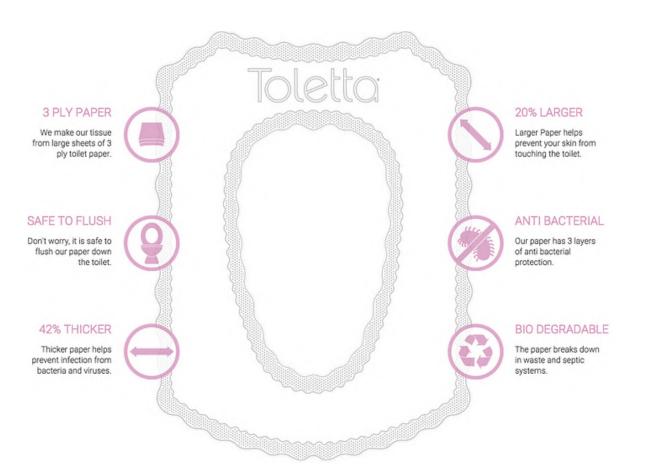
VOYAGE



SUR LA ROUTE



THE PAPER



Our tissues are made from large sheets of 3 ply toilet paper. They're safe to flush, biodegradable, 20% larger and 42% thicker than other brands. Larger tissue helps prevent your beautiful behind from touching the dirty toilet seat. Thicker tissue is softer and provides 3 layers of antibacterial protection from germs and viruses.















HOW TO USE



STEP 1: Open the pack and unfold the paper.



STEP 2: Place the paper on the toilet seat.



STEP 3: When finished using, flush the paper down the toilet.















SUR LA ROUTE





I LOVE IT!

This product works really well! It's thicker than the ones furnished in restrooms. I feel so much cleaner when using them.

5 out of 5 stars. January 10, 2011



GREAT PRODUCT

My wife loves these and will not travel without them. Great product at a very reasonable price. Will buy again.

5 out of 5 stars. December 1, 2013

TESTIMONIALS



PERFECT FOR TRAVEL

When traveling, you never know where you may end up needing to use a public restroom - or what those facilities might be like. I wouldn't leave home without these in my handbag.

5 out of 5 stars. June 7, 2010



THE BEST - THICK AND WIDE

The best, - thick and wide. These covers are better than other brands.

5 out of 5 stars. March 6, 2015









TOLETTA.com









SAFE MASKS

TOUCHE PAS Safe Masks (our new brand for non-medical supply products) are perfect for traveling and protection against germs. Made from 100% cotton with two layers, nose wire, adjustable elastic ear loop and retail blister pack. Washable and reusable. Available in different colors and private label. SRP is per mask.

Lead time 30 calendar days.

SUGGESTED RETAIL: \$9.95 - \$14.95 USD

M0Q 6,000 masks























SAFE GLOVES

TOUCHE PAS Safe Gloves (our new brand for non-medical supply products) are perfect for traveling and protection against germs when touching unclean surfaces. Retail poly bag resealable with 10 gloves per pack. Made from 100% nitrile. The gloves are disposable, powder free and latex free. This product is available in different colors and private label. Price is per pack with 10 gloves per pack.

Lead time 30 calendar days.

SUGGESTED RETAIL: \$3.95 - \$4.95 USD

M0Q 12,000 packs



















SUR LA ROUTE





VALUE PACK

TOLETTA Value Pack is available in a clear plastic case with high gloss paper inserts. The value pack is our most economical product with 1 layer 15 gsm smooth paper. This product is our lowest cost, fastest to make and perfect for price sensitive economies such as LATAM, EMEA and Asia. The value pack is available as private label with 3 languages, UPC/EAN barcodes and your company information on the back of each pack. Made from high quality wood pulp the paper is biodegradable and 100% flushable.

SUGGESTED RETAIL: \$1.45 - \$1.95 USD

MOQ 12,000 packs

















5 PACK

TOLETTA 5 Pack (3ply) has a frosted plastic case. This product is available as private label with new languages and UPC/EAN barcodes. The pink helps support breast cancer research and the blue packs support child poverty awareness. The paper is 3ply and 20% larger and 42% thicker than other brands. Our tissues have 3 layers of anti-bacterial protection. They're biodegradable and 100% flushable.

SUGGESTED RETAIL: \$2.95 - \$3.95 USD

M0Q 24,000 packs











TOLETTA.com







10 PACK

TOLETTA 10 Pack (3ply) has a resealable zip lock bag. This product is available as a private label with new languages and UPC/EAN barcodes. The pink helps support breast cancer research and the blue packs support child poverty awareness. The paper is 3ply and 20% larger and 42% thicker than other brands. Our tissues have 3 layers of anti-bacterial protection and are biodegradable and 100% flushable.

SUGGESTED RETAIL: \$3.95 - \$4.95 USD

M0Q 24,000 packs



















SUR LA ROUTE



MINI TOILET PAPER

TOLETTA Mini Toilet Paper (3ply) is great for traveling and emergency situations. The packs have a frosted plastic case just like our 5 pack. This product is has available with a retail counter display and 12 packs per display. The packs have 55 sheets of premium soft 3ply toilet paper. This product is available with new languages and UPC/EAN barcodes. The paper is biodegradable and 100% flushable.

SUGGESTED RETAIL: \$2.95 - \$3.95 USD

M0Q 24,000 packs



 $13.5L \times 4W \times 6.5H \text{ cm}$















SUR LA ROUTE



TOLETTA 10 Pack (Kids) is great for mothers with potty training children, This product is available with licensed cartoons from Warner Bros or with our brand of characters. The paper is extra large size so little hands won't touch the toilet seat 41L x 44W cm. The paper is 1 layer 15 gsm smooth paper with printed cartoons. Available with new languages and UPC/EAN barcodes. The printing on the paper is vegetable dye, safe on the skin, biodegradable and 100% flushable.

SUGGESTED RETAIL: \$2.95 - \$3.95 USD

M0Q 24,000 packs

KIDS PACK





















COMMERCIAL PACK

TOLETTA Commercial Toilet Seat Covers are perfect for public bathrooms inside office buildings, hotels, night clubs, shopping malls and universities. The packs have 250 seat covers per pack (1/2 fold) and 5000 seat covers per carton (20 packs). The paper is 1 layer smooth paper 15 gsm and size 36.5 x 43 cm. There are 20 packs per carton and available as private label. The paper is biodegradable and 100% flushable. Dispensers are sold separately in plastic or stainless steel. SRP is per pack.

SUGGESTED RETAIL: \$1.95 - \$4.95 USD MOO 750 cartons



1/2 Fold Paper Covers 26L x 38W x 2H cm



1/4 Fold Paper Covers 26L x 20W x 3H cm













SUR LA ROUTE



TOLETTA Commercial Toilet Paper is perfect for public bathroom inside office buildings, hotels, night clubs, shopping malls and universities. Each roll has 500 sheets, 2 ply toilet paper, 4"x 4" sheet size, 15 gsm paper weight, individually wrapped rolls, virgin pulp paper, 96 rolls per carton approximately 50,000 rolls per 40' container. Available as private label in various designs and sheet quality. 100% flushable and Biodegradable. The paper quality is similar to Costco Kirkland brand. SRP is per roll.

SUGGESTED RETAIL: \$0.75 - \$1.50 USD

M00 50,000 rolls

TOILET PAPER























FAQ

ARE YOU THE MANUFACTURER?

No, we outsource all production to factories in China.

CAN I GET AN EXCLUSIVE TERRITORY?

Yes if available and minimum orders apply.

IS YOUR PAPER WATER PROOOF?

No, our paper is wood pulp so it can flush in the toilet.

DOES YOUR PAPER HAVE ANTI-BACTERIAL INGREDIENTS?

No, but there are 3 layers of tissue protection.

WHAT IS THE MINIMUM ORDER FOR DISTRIBUTORS?

The minimum order for toilet seat cover travel packs is usually 24,000 packs. We can however accommodate for smaller orders but only the 5 value pack (MOQ 12,000).

HOW LONG TO MAKE AN ORDER?

It takes about 60-90 calendar days to make an order after we receive a deposit..

CAN I GET SAMPLES?

Yes. Just pay the cost of shipping.















CAMPAIGN: SQUATTING IN HEELS

JUNE 23, 2010 – BALTIMORE, MARYLAND. Fashion model Martha Robichaud showed off her talents by squatting in heels inside a public bathroom. Photographer, makeup artist and stylist Michelle Aristocrat handled all the photography, make-up and wardrobe styling. "Let's face it, there's nothing sexy about public toilets. This was a great opportunity to take an otherwise boring product like a paper toilet seat cover and make them sexy." said Aristocrat.

VIEW PHOTOS: CLICK HERE

MARKETING



















MARKETING

CAMPAIGN: PAPER DRESS COUTURE

MARCH 23, 2011 - EDMONTON, ALBERTA. Who says the fashion industry is in the pooper? Fashion designer Laura Dreger showcased her talents by making the world's first couture paper dress from TOLETTA paper toilet seat covers. "The dress took over 100 hours to make and required more than 520 seat covers." The campaign model was Lindsay Goff who competed for Miss Canada 2011 and was the face of Lady Venom Cosmetics.

VIEW PHOTOS: CLICK HERE



















CAMPAIGN: THE GYMNAST

APRIL 30, 2012 - LAS VEGAS, NEVADA.
Loulou von Brochwitz, a famous German pin-up and high-fashion contortion model, is featured wearing a Chanelinspired paper motorcycle jacket with paper shorts all made from TOLETTA paper toilet seat covers. "It took me over 180 hours and 864 paper toilet seat covers to make," said Laura Dreger, Fashion Designer from Edmonton, Canada. The photographer was Jerry Fill and twin models were Candace and Courtney Reardon.

VIEW PHOTOS: CLICK HERE

MARKETING



















TOILET FACTS

WHY USE PAPER TOILET SEAT COVERS?

SUR LA ROUTE

The average person uses a toilet 6-8 times per day. That's about three years of your life sitting on a toilet.

A public toilet seat has about 50 bacteria per square inch. Things you can get from using a public toilet seat include Streptococcus (strep throat), Staphylococcus, E. coli (diarrhea or abdominal cramps), Norovirus (nausea, vomiting, diarrhea), Shigella Bacteria, Hepatitis A, Common cold virus, Clostridium Difficile Colitis (also known as C. difficile) and sexually transmitted bacteria such as Chlamydia and Genital Herpes. Paper toilet seat covers help provide a sanitary barrier between you and the toilet seat.

In a 1992 survey, British public toilets were voted the worst in the world. Following quickly behind were Thailand, Greece, and France. The first toilet cubicle in a row is the least used (and consequently cleanest).



Photo Credit: Kohler Purist Hatbox Toilet

Sources: Best Health Magazine, IT Thing, The Guardian, Health 24.















CONSUMER TRENDS

FEMALE BUYERS

Women behave differently than men when they are buying. The women's market is the number-one opportunity for those who really understand what women really want.

Women are now the key decisionmakers. They make or influence 85% of all purchasing decisions. 75% of women identified themselves as the primary shoppers for their households. Moms represent a \$2.4 trillion market.

Sources: She-Economy, Ms Smith Marketing, StartUpNation, Clickz, Inc.com, Girl Power Marketing, Forbes.

CAUSE MARKETING

89% of U.S. consumers is likely to switch brands to one associated with a social cause, given comparable price and quality, Jumping 35% since 1993.

91 percent of consumers want more of the products they use to support cause.

50% of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services.

Sources: Nielsen 2013 Consumers Who Care Study, 2013 Cone Communications Social Impact Study.

MUSLIMS

Did you know? A Muslim should not pray unless s/he is in a state of physical purity (cleanliness) called *Tahara*.

This means that if a Muslim is impure, they should not pray until s/he cleanses himself/herself.

When skin touches a dirty toilet seat it is considered unclean.

TOLETTA helps keep the skin clean in public bathrooms.







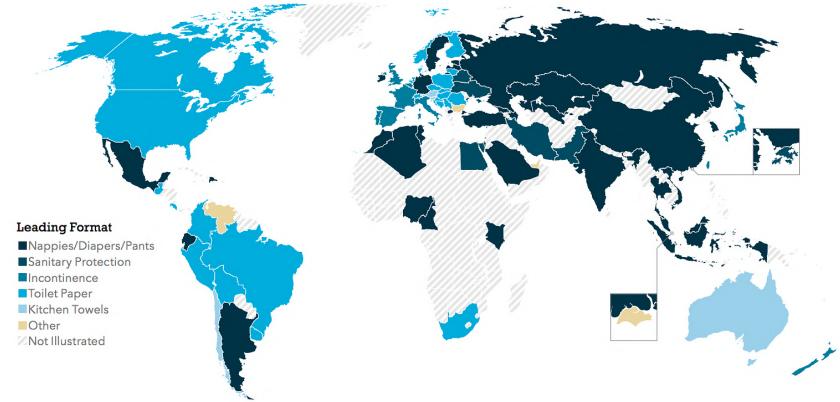








GLOBAL TRENDS



2013-2018 Euromonitor Trends. Strong growth in developing countries and from consumers trading up. Wet tissue wipes are gaining momentum. PDF - Click Here















OPPORTUNITY

TOLETTA has been sold in some of the largest retail stores worldwide. The average store sells 80 packs per month and we manufacture more than 1,000,000 paper toilet seat covers each year.

DISTRIBUTORS

For qualified distributors, we can offer exclusive territory, flexible payment terms, marketing support and customized packaging with new languages, UPC/EAN barcodes, and your company information on the back of each pack. Our minimum order is only \$5,000 USD.

PRIVATE LABEL

We can make custom private label products for wholesalers and retailers already selling paper consumable products. Let us do all the heavy lifting and help you expand your product range.

DID YOU KNOW?

TOLETTA products are manufactured in ISO certified facilities located in China. Our factories have completed audits for Good Manufacturing Practices (GMP). You can rest assured that we can meet strict quality standards and regulatory requirements.

















5 REASONS

FEMALE BUYERS



Women are the number one business opportunity. They buy lots of stuff. TOLETTA is branded for the female buyer.

LUXURY



Consumers
globally are
trading up to buy
premium luxury
products.
TOLETTA is
positioned as a
luxury product.

DIVERSIFICATION



Create new sales opportunities by selling new fast moving hygienic travel products from TOLETTA.

MUSLIMS



TOLETTA helps
keep the skin clean
before prayer.
Countries with a
high muslim
populations
are potential
markets.

MORE SALES



TOLETTA can help you win more sales and enter new markets with customized OEM and private label products.









