

# Wet-Nap® Europe

Europe's n° 1

Refreshing towel - Serviette Rafraichissante

A division of :

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# Wet-Nap : A refreshing welcome



- Witness of hospitality.
- Offers hygiene and comfort.
- Make your guests feel relax.
- A new trend, show your customers that you are up to date.
- Wet-Nap : the top of the individual packed refreshing towels.
- A different Wet-Nap for each budget.

# Wet-Nap 2 – roll

Europe's nr.1 Refreshing towel



Towel material : nonwoven  
Towel size : ca. 26 x 18 cm  
Papergrade : 100 gsm  
Perfume : Lemon paradise  
Packaging : 10 x 100 pcs/box  
Box weight : 16 kg.  
Box size : H43 x W38 x L55 cm  
Double wrapper : Alu foil + PP  
wrapper size : 4 x 18 cm  
16 boxes/europalet (floor 80 x 120 cm)  
Private label : min. 200.000 pcs. - 20"ft container = 350.000 pcs

[www.wet-nap.com](http://www.wet-nap.com)

# Wet-Nap 3 flat large

Towel material : nonwoven  
Towel size : 20 x 22 cm  
Papergrade : 100 gsm  
Perfume : Lemon paradise  
Packaging : 10 x 100 pcs/box  
Box weight : 15 kg.  
Box size : H35 x W39 x L45 cm  
Double wrapper : Alu foil + PP  
wrapper size : 7 x 14 cm  
24 boxes/europalet (floor 80 x 120 cm)

Private label : min. 200.000 pcs.  
20"ft container = 450.000 pcs.



Europe's nr.1 Refreshing towels

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# Wet-Nap 4 mini rectangle

Europe's nr. 1 refreshing towels



Towel material : nonwoven  
Towel size : 12 x 20 cm  
Papergrade : 60 gsm  
Perfume : Lemon paradise  
Packaging : 10 x 200 pcs/box  
Box weight : ca.14 kg.  
Box size : H45 x W37 x L50 cm  
Double wrapper : Alu foil + PP  
wrapper size : 6 x 8,5 cm  
16 boxes/europalet (floor 80 x 120 cm)

Private label : min. 250.000 pcs.  
20"ft container = 750.000 pcs.

Also available in Travel 10-packs  
(see Material sheet Travel Pack)

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# Why Wet-Nap?

- Luxury design and packaging
- High comfort towel, non-woven towel tissue, softer feeling than regular paper towels.
- 100% alcohol free
- Long shelf-life
- Delicate perfume that's accepted by more than 90% of the users (proved by market study in 2002 – with over 4000 interrogations)
- Manufactured at the highest hygiene standards (independent laboratory certificates available).
- We are targeting to become the most accepted brand in Europe.
- Professional marketing and communication support to our distributing partners.



# Markets to target with Wet-Nap®

1. Using the Wet-Nap or private labeled packaging (\*min.300.000 pieces)
  1. Restaurants, caterers
  2. Hotels
  3. Meeting- convention centers
  4. Sports-club
  5. Beauty-shops, hairdressers
  6. Airline-, cruise-, railroad-, bus-companies.
  7. Fuel stations and shops
  8. Medical cabinets, hospitals, kindergarten,..
  9. Casinos
  10. Theaters, Theme-parcs, Shopping malls, ...

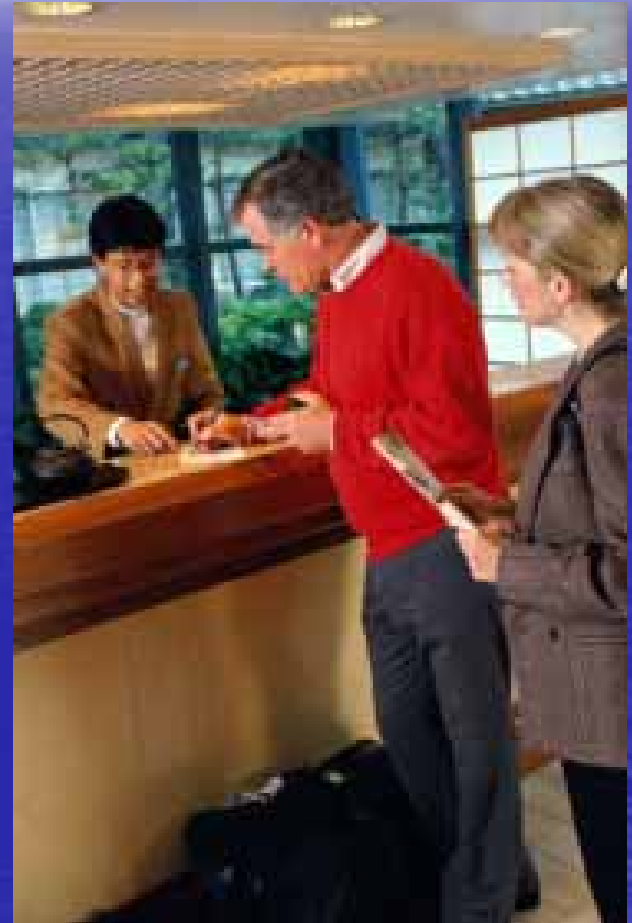
# Wet-Nap for Restaurants, Caterers

- A welcome refreshment before or after a meal.
- Additional service to meals where eating with the hands is common.
- Show your concern about your customer's personal comfort.
- Easy to hand out to your guests.
- You show more class when decorating a table with Wet-Nap instead of the classic wet paper wipe.
- Less labor cost versus the fingerbowl.
- Easy to put on a self-service buffet. A never-seen-service.



# Wet-Nap in Hotels

- At the check-in desk :  
Your guests arrive very often tired and with an un-fresh feeling at your check-in desk. At that very moment, when you offer them a Wet-Nap, they will immediately feel more relax. At the same time your quality image will get an instant positive boost. They can refresh while your staff fulfills the administration forms.
- Also very useful in your restaurant and at the pool bar.



# Wet-Nap in theme-parc, theatre, etc.



At big public places, everybody eats snacks, ice-cream, etc.

Offer your visitors a Wet-Nap to make them feel comfortable.

Cleans hands and face when no water is available, also very suitable for the little kids.

# Wet-Nap in convention centers.

At the meeting table next to the, already common, drinks and snacks. It is a welcome refreshment during long meetings, no need to leave the room.

The package can carry your name or slogan. It will reinforce your image with the participants.



# Wet-Nap in beauty- and barber-shops.

- Extra service for the customers.
- Cleans hand or face after a treatment.



# Wet-Nap and travel companies

- Cruise ship, airplane, train, busses.
- A moment to relax and refresh with Wet-Nap
- A great service for your passengers



# Fuel and service stations



- Wet-Nap removes the smell of your hands after fuelling
- Wet-naps can be served as take-away for use in the car, on the road. Your company or product name will be associated with a good service as you offer the solution at the moment your customer needs it.
- Very useful after a little snack in the car or at your service station.

# More advantages of Wet-Nap as promotion or product support

- Wet-Nap suits very well to promote a brand, product or communication campaign..
- The packaging can carry your message, it will not pass the attention because users will not throw it away like an ordinary flyer.
- Ideal to hand out on festivals, toll stations and all public events.
- Fine service with seafood platters, a great extra for a small price.
- Improve your image, show your concern about the customer's welfare.
- Support for product promotion.
- For use in vending machines.

# Get your private branded Wet-Nap for free or split the cost with an advertising partner.

- Many companies want to communicate their product or message to your customers.
- You want to offer comfort and service to your customers with as little costs as possible.
- Why not selling some advertisement space at the back of your towel wrapper to interested parties.
- They will be happy to have their message clear and directly communicated.
- Accompanied with the high service level of a Wet-Nap towel, this will automatically boost their quality image.
- The budget for private labeled Wet-Nap is lower then an advertising campain in magazines etc.
- But far more effective as your message will be touched and seen by the user.
- Impossible to miss your message when receiving the towel.
- If not used immediately, your message will stay with the user untill the moment he is in need for it. Subconsciously, you offer a solution for his comfort at that moment.
- Extra option/opportunity : use your wrapper as a discount voucher for promotional actions. By returning the wrapper to your selling point, they might get a present or a discount with it.
- In the mean time you will be able to measure the effectiveness of your campaign.