

Product Proposal



www.fatmouth.com.au

The Problems...

- Tired of hanging sheets, towels and swimmers over the balcony rails and having them fall off?
- Over the smell of storing damp wet suits in the back of the car, SUV, caravan or boat?
- Nervous about hanging a wet towel or swimmers over a boat rail?
- Unsure how to dry or air a sleeping bag or blanket?
- Struggling to attach showers, bags, towels or lights to the trees when camping?
- Fed up with dragging wet towels out of the pool after they've blown off the pool fencing?
- Need to attach temporary lighting to a vertical post?

...and the
Australian made
solution.



History

Fatmouth products have been in development over the past 3 years. With over \$250K in R&D spent, as well as the granting of \$90K in global patents, we feel it's the perfect time to launch into this as yet untapped market. Fatmouth pegs are the only specifically designed handrail pegs in the world.

Perusic Engineering were engaged to correctly engineer the stresses through the arms and calculate spring strengths.

DuPont were appointed to develop the correct UV-stabilised nylon fibre-glass blend to withstand the harsh Australian climate.

The result is a high-end Australian made product, which is tuff, won't fade, rust, or deteriorate.

Marketing

Fatmouth is developing relationships through on-line platforms to inform, enrich and expand it's consumer base through creating regular and engaging content on Facebook, Instagram and Google ads.

With a growing list of followers, Fatmouth's in-house marketing team will directly contact customers and inform them of events and specials, not only regarding the Fatmouth brand, but also those of our partners.

Our target markets are the:

- Boating communities
- Beach communities
- 4WD communities
- Camping communities
- Fishing communities
- Households



Instagram

Google™



Pricing

Fatmouth 'Rail' Pegs x 2

RRP: \$11.95

Fatmouth 'Widegrip' Pegs x 2

RRP: \$14.95

(OPTIONAL) CUSTOM BRANDING

Fatmouth products are versatile and adaptable enough to enable appropriate branding, customer business names/ logos or custom colour selection.

To replace the existing Fatmouth web address embossed on each arm, an additional fee of 10% of wholesale price per unit (per alteration). Minimum orders are to be discussed.



Fatmouth products are available for retail as double packs, included in these are an information card and sealed in a 75um plastic bag. Standard default colours are white and black; we're open to discuss additional single-tone colour schemes. 12 month warranties on all **Fatmouth** products also apply.

- **Volumes** - To be discussed.
- **Payment terms** - To be discussed.
- **Distribution** - To be discussed.

Fatmouth Pegs are proud supporters of



Wholesale pricing for double pack units are as follows:

DESCRIPTION	QTY UNITS	W/S PRICE xgst	LEAD TIMES
 <p>Fatmouth 'Rail' Peg x 2 (packed and bar coded) RRP: \$11.95</p>	<p>0 - 1,000 > 1,000</p>	<p>\$6.50 per pack TBA per pack</p>	<p>4-6 weeks TBA weeks</p>
 <p>Fatmouth 'WideGrip' Peg x 2 (packed and bar coded) RRP: \$14.95</p>	<p>0 - 1,000 > 1,000</p>	<p>\$7.50 per pack TBA per pack</p>	<p>4-6 weeks TBA weeks</p>

All purchase prices are exclusive of gst. Prices include delivery to one delivery point in metro Sydney.
Minimum quantities to be discussed.



Contact details:

Jonathan Cramer
0414 986 402

jonathan@fatmouth.com.au

Address:
27/2a Yardley Avenue
Waitara, NSW, 2077



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