



NUFNUF

HONEST PRODUCTS FOR PETS

INNOVATIVE NORDIC DESIGN FOR PETS

Nufnuf is an Estonian-based design brand for pets (dogs and cats) with in-house design team, own small production unit in Tallinn (EE) and Kanpur (IN), wide network of validated subcontractors in Europe and Far East.

Nufnuf is recognized for its range of natural products thus providing allergy-free and safe products for pets. Nufnuf has been awarded for multiple awards for its dedication for good design and pet wellness.

UNIQUE DESIGN FOR AFFORDABLE PRICE

Nufnuf market position is as an affordable premium brand:

- unique design and constant innovation to find good balance between positive user experience and still affordable retail price
- carefully selected high performing materials
- strong production quality control
- all products pre-approved by pets



AWARDS



Animal Health&Wellness Award 2018 (UK)



Nominee among 10 most sustainable new Nordic brands 2017 by Nordic Buzz



Estonian Design Award BRUNO nominee 2017

DOGS

Suggested brand by Europe's biggest pet magazine DOGS (2016, Germany)



Selected among 100 brands by Finnish flagship design platform World of TRE. Nufnuf was presented in the largest Finnish design project in South-Korea – World of TRE Korea.

TRACK RECORD

- Nufnuf has been in business for 5+ years
- 100+ commercial clients in 20+ countries
- Flagship retail store in Tallinn, Estonia
- Online shops www.nufnufpets.com and www.nufnuf.cz
- 3000 social media followers





COLLECTIONS

Collections group products according to lifestyle and functionality. An emphasis will be placed on the use of natural materials.

- Active Dogs and People - durable products for outdoor use, while traveling, and during agility and sporting activities
- Contemporary Home - sophisticated Nordic-design-based products for homes
- Toys - Dogs of all sizes, Extra Durable Toys, Toys for Cats and Mind & Fun toys (to keep the pets' mind active)
- Ultimate Raw Snacks



DESIGN AND PRODUCTION

DESIGN:

In addition to its in-house designers Nufnuf has partnered with Italian product designer Ezio Pescatori and Estonian veterinarian pet nutrition expert Dr. Kenno Ruul.

PRODUCTION:

- ESTONIA – inhouse product development, own production site, subcontractors.
- CHINA – certified subcontractors
- INDIA – production facility (owned by MAFS International)

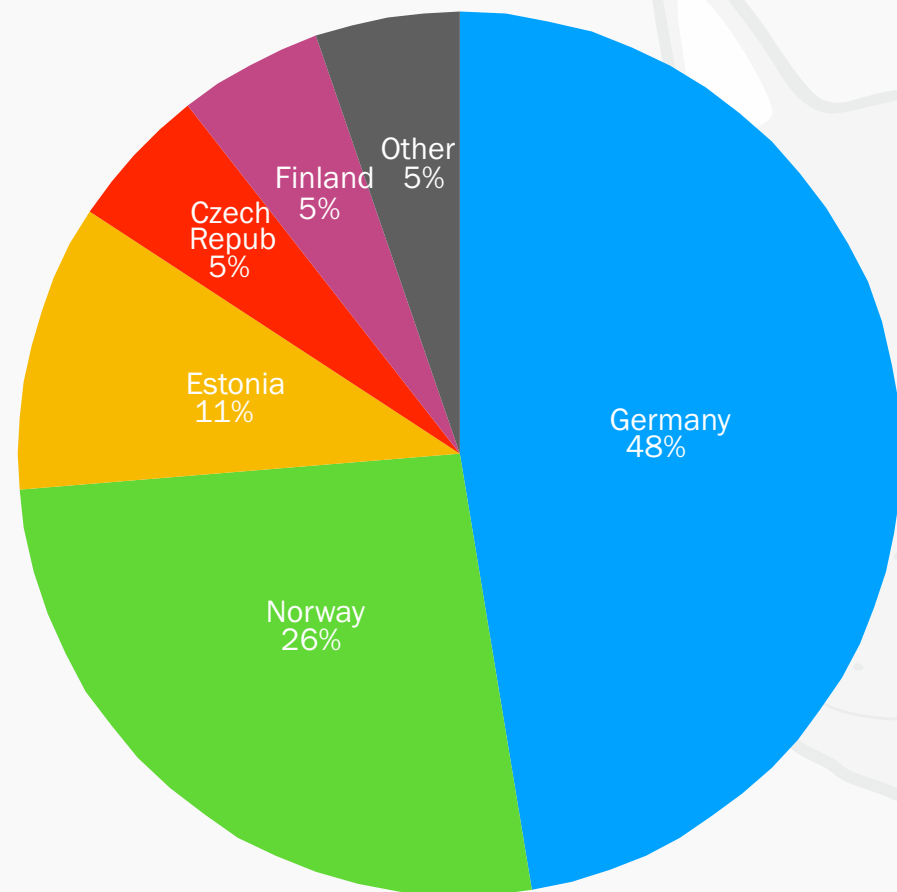


SALES

- Exclusive distributors in Norway and the Czech Republic
- Flagship shop in Tallinn's hip most exclusive retail area
- Enhancing our e-commerce platform



Flagship shop in Tallinn



Sales by regions in 2019

POTENTIAL EXPANSION OPTIONS

- Nufnuf can present a range of over 100 different models of real suede and cotton rope toys for wholesale and retail clients, as well as branded items at competitive prices with global distribution.
- Natural toys that are produced in India, at our Kanpur site, can be marked up 250%

FURTHER SEGMENTATION OF COLLECTION

- Nufnuf design will be mirrored in its family of products but differing quality of materials, functionality and finishing will be used so clients have more options based on their purchasing power and budget.

INCREASE OF ONLINE SALES

- Our online sales only account for 5% of our turnover. We are creating a number of initiatives to raise that figure from 5 to 20%.

TEAM & OWNERSHIP

CEO/founder and sales manager Aivar Roop

Sales



Shop assistants



Production TEAM Estonia



Production TEAM India



Warehouse



Accounting





CONTACT US


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