



NEWSLETTER
APRIL
2023

The QoolKids
collection is here!

INTRODUCING THE NEW QoolKids COLLECTION

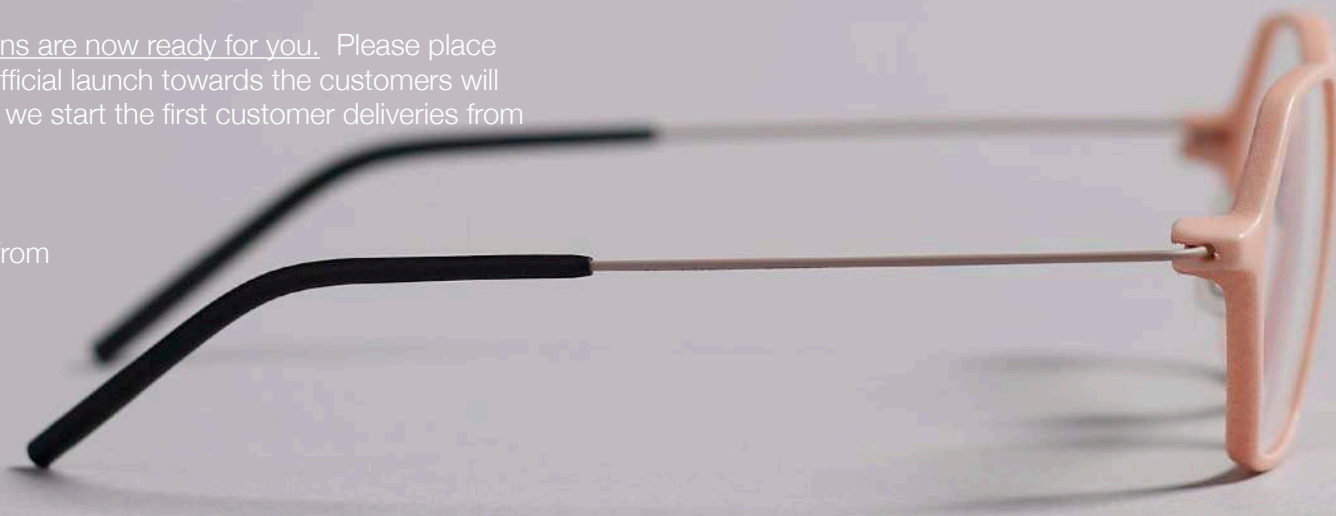
During the past year we have worked hard on our new QoolKids collection - our first Kids series. We tested more than 130 shapes on kids in the age of 7-13 years in collaborations with optometrists here in Denmark before arriving on a starting collection consisting of 10 styles in 4 colours.

We are now ready to launch the collection with a big bang. Videos, model photos, brochures, sales material special cases, cleaning cloth, display box and our 3D printed animated version of our company dog Yumi. Yumi is the mascot for the QoolKids collection. The animation drawings done by our talented daughter Philina. So this is a real family project.

The sales collections are now ready for you. Please place your orders. The official launch towards the customers will be April 26th. And we start the first customer deliveries from May 4th.

Warmest regards from

Bettina & Allan



PARTY AT THE PLAZA

6 cool kids + 1 dog at the Plaza Hotel in Copenhagen.
The venue of our photo/video shoot.





TOO COOL
FOR MY
SCHOOL

SAY HELLO TO YUMI

At Monoqool we love kids & dogs. No one more than our beloved company dog Yumi. That's why we selected her as the 'face' of the campaign for the QoolKids series.

Say hello or woof, woof to Yumi.





QOOLKIDS series



DODO - DD5131xs - 41 / 24 mm



MINDY - MY4866xs - 43 / 20 mm



WOODY - W09784xs - 46 / 17 mm



COUNTRY STAR CS2081xs - 48 / 17 mm



BEAUTIFUL DAY - BF1167xs - 48 / 18 mm

QOOLKIDS series



DAFFODIL - DF1531xs - 46 / 18 mm



NEW YORK - NK0883xs - 47 / 17 mm



BUNGALOW - BU4168xs - 44 / 20 mm



JUNGLE JG1167xs - 43 / 22 mm



LUCINDA - LC0455xs - 45 / 19 mm





COMFORTABLY TOUGH.

**ULTRA
COMFORTABLE -
4 GRAMS**

Only 5 grams makes this some of world's most comfortable glasses

**TESTED ON &
BUILT FOR KIDS**

Light weight, but strong. Built for kids play.

**NON-SLIP -
STAYS IN PLACE
DURING PLAY**

Silicone nose pads & non-slip rubber end tips on the temples holds glasses in place during play

**MULTI-
ADJUSTABLE FOR
PERFECT FIT**

Multi-adjustable nose pad arms & end tips ensures a perfect and lasting fit

**DEVELOPED
IN
COLLABORATION
WITH
OPTOMETRISTS IN
DENMARK**

Developed with the help of optometrists in Denmark specialised in kids glasses

**3D PRINT
TECHNOLOGY**

3D printed in Denmark with the focus on leaving the lowest possible Co2 foot print.



BUILT
FOR PLAY

PRESENTATION MATERIAL



Presentation box for
12 glasses for display in
the store.



Special kids case



Cleaning cloth with Yumi
logo



POS MATERIAL

In the beginning of May, we will be able to supply you with an extensive range of POS material. Additionally, 11 new cool and fun kids videos will be provided for social media and in-store usage.



Banner 90 x 150 cm



Counter Card



20 pages QoolKids brochure



3D printed Yumi model for display in store



Sticker sheet with 4 stickers to give to the kids (1 sheet per glasses delivered)

TIME LIMITED INTRODUCTION OFFER

VALID UNTIL AUG. 31,
2023

Offer to the optician directly (only for customer orders, not for stock orders):


- Buy 12 glasses kids frames & pay for only 10 glasses
- Get free luxury presentation box for 12 glasses (first 150 opticians)
- Get 1 free 3D printed animated dog (first 150 opticians)
- Get 1 banner + table display for free (excluding shipping)

For distribution partners:

This special offer is also available for the optical stores of our distribution partners. Please provide this offer to your customers.

We will credit you the free frames + POS material, etc. when you send us a copy of your invoices to the customer. You are welcome to send us the information collectively at the end of this introduction campaign after August 31.





LAUNCH SCHEDULE

APRIL
18

- **PRE-INFO** to agents & distribution partners
- Sales collections available
- Teaser campaign on social media starts

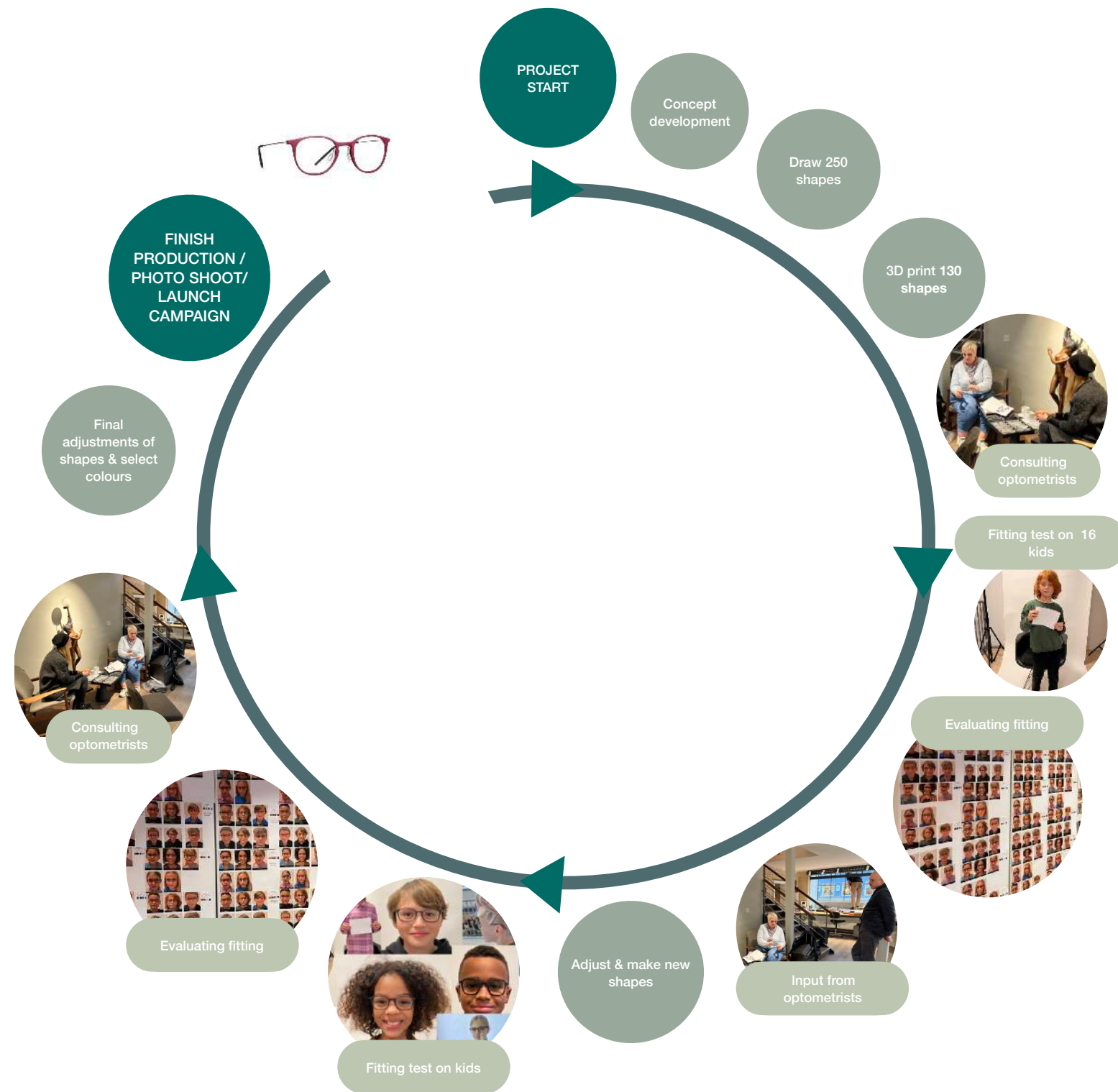
APRIL
26

- **OFFICIAL LAUNCH** campaign starts
- Social media paid campaign starts and runs for 2 months
- Press releases to trade media globally
- Email newsletter to customer database
- Update of website incl. QoolKids info

MAY 4

- **FIRST DELIVERY** of customer orders and POS material

THE PROCESS OF MAKING THE NEW KIDS' SERIES



Bringing the QoolKids series to life is long and time consuming process. From the initial concept development to testing more than 130 different shapes, and test fitting glasses several times on more than 30 kids from 7 to 13 years of age.

Working in collaboration with local optometrists specialising in kids's frames helped us along the way. Hundreds of hours was spent. Lots of frames were drawn, tested, discarded and re-drawn before arriving on our final collection.

COOLKIDS
KNOW
HOW TO
PARTY

