



childGen®

Designed for tiny hands!



Agenda

1. Who we are?
2. Products
3. Exports
4. E-Commerce
5. Retail
6. Safety
7. Branding
8. Goals & Strategies
9. Summary
10. Question





Who we are?

ChildGen began its journey with a mission to produce natural and safe play dough for children. It all started when our CEO set out to create a preservative-free, all-natural play dough for her daughter. What began as a simple idea for a safer play experience quickly evolved into a larger project, driven by the vision of providing high-quality, safe products for all children.



Who we are?

What began as a small project in 2019 has evolved into a larger vision. We now operate from a modern 2,500-square-meter facility, staffed by 35 dedicated employees. With a daily production capacity of 3 tons of play dough, we successfully sell 1 million units per month.

Early Childhood Development

ChildGen dedicated to support early childhood development by offering products inspire creativity, promote sensory exploration and enhance fine motor skills, while also providing engaging alternatives to screen time. By encouraging hands-on, imaginative play, help children build essential cognitive, social, and emotional skills during this crucial stage of growth, laying a strong foundation for lifelong learning and healthy development.



Products

We expanded our product range to offer a diverse selection of colors and themed sets. Today, we offer not only **play dough** but also natural **finger paints**, uniquely fluid **magic sand** and a wide range of **tools and accessories** to foster children's imagination.



Play Dough

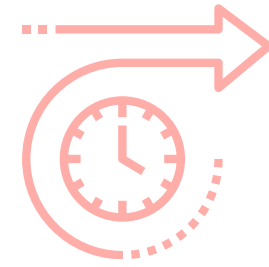
Our natural play dough made entirely from non-toxic, food grade ingredients, free from chemicals and preservatives.



100% Natural



Non-toxic



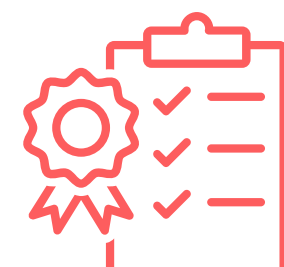
Long Lasting



Super Soft



Vegan



Food Grade



Play Dough

The product has a **shelf life** of **1 year** and maintains its texture for up to 6 months with regular use after opening.

intertek
Total Quality. Assured.

INTERTEK TEST HİZMETLERİ A.Ş.
MUAYENE VE ANALİZ RAPORU
EXAMINATION AND ANALYSIS REPORT

Rapor Numarası / Report Number: FS231018051 - FS231018052 - FS231018053 - FS231018054 - FS231018055

Tarih / Date: 06.03.2024

E. Sonuç / Conclusion

45°C sıcaklık ve %60 Rh nem koşulları altında şartlanmış iklimlendirme kabiniinde Arrhenius Denklemi baz alınarak "Understanding and Measuring the shelf life of food, R.Steele, 2000" metoduna göre hızlandırılmış raf ömrü testi gerçekleştirilmiştir. 3., 6., 9. ve 12. aylara denk gelecek şekilde planlanan raf ömrü çalışmalarında mikrobiyolojik olarak değişim gözlenmemiştir. Duyusal test sonuçları 3, 6, 9 ve 12. aylarda yapılan 10 kişiden oluşan paneller sonrasında kontrol numunesine göre ürün organoleptik olarak uygundur. Fiziksel ve mikrobiyolojik tüm parametreler göz önüne alındığında;

Ürünün raf ömrü 12 ay olarak belirlenmiştir.

Accelerated shelf life test was performed according to "Understanding and Measuring the shelf life of food, R.Steele, 2000" method in 45°C temperature and 60% Rh moisture in stability cabinet conditions based on Arrhenius Equation. There was no difference concerning microbiological analysis in shelf life testing planned as 3rd, 6th, 9th and 12th month. According to sensory test results concerning 10 panelists performed in every checkpoint at 3rd, 6th, 9th and 12th month showed the sample with respect to control samples. In view of all chemical, physical and microbiological parameters;

The shelf life of the product is determined as 12 months.

Fiziksel Analiz Birim Sorumlusu
Supervisor of Physical
Analysis Section
Anil Kizen

Mikrobiyoloji Birim Sorumlusu
Supervisor of Microbiology
Section
Hüseyin Özyurt

Numune Kabul ve Rapor Düzenleme
Birimi Sorumlusu
Supervisor of Sample Receiving and
Reporting Section
D. Gamze Atay

Tasdik Çizim / Approved by
Laboratuvar Müdürü / Laboratory Manager
Dr. Mustafa Kaya



Play Dough



Premium Jar (125gr)

Available in 9 vibrant, 6 pastel, 5 glitter and 5 marble colors



Ecopack Refill (125gr)

Crafted with eco-friendly materials to minimize plastic usage. Designed as refills for premium jars.



Back to School Set (4 x 125gr)

Eco-cups were designed for the back-to-school season to be affordable for every budget.



Play Dough

Premium Sets

Contains 3 or 6 colours of premium jars.



Premium Themed Sets

Includes 4 colours of premium jar play dough, 1 rolling pin and themed shaping molds.



Seasonal Sets

Designed with festive colors and molds for the Christmas season, offering a fun and educational alternative to traditional Christmas gifts.





Play Dough Game

ChildGen Play Dough Game is the first and only board game designed specifically for creating with play dough, offering a unique and innovative play-time experience.





Finger Paint

Our super washable non-toxic finger paints feature an easy-clean formula, providing a safe and hassle-free play experience for kids and families.



100% Natural



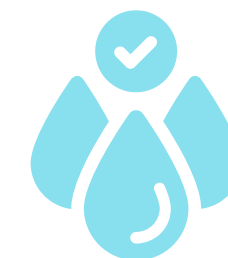
Non-toxic



Gluten Free



Easy Clean



Water-based



BPA Free



Finger Paint



350ml Bottles

Available in 10 vibrant, 6 pastel and 3 neon colours.



Finger Paint Set

Set contains 6 vibrant colours of 50ml finger paint tubes.



Seasonal Sets

Designed with festive colors and painting cards for the Christmas season.



Magic Sand

Our magic sand is the only play sand made without silicone oil, consisting of 99% natural sea sand and 1% natural polymer, giving it its unique magical texture.



100% Natural



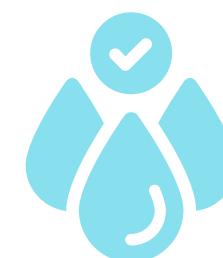
Non-toxic



Gluten Free



Antibacterial



Water-based



Silicon Oil Free



Magic Sand



Magic Sand (500 gr)

Available in 8 colours.
cardbox paking



Resealable Refill Pack (2 lb)

Crafted with eco-friendly materials to
minimize plastic usage.







Exports

At ChildGen, we proudly export our products worldwide, bringing joy to children across various countries. Witnessing the smiles our products bring to kids around the globe is our greatest achievement.

Countries where we have established distributorships:

Spain
Netherland
Belgium
Luxemburg



Poland
Czech Republic
Georgia
Romania
Germany

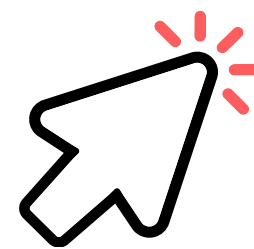
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E-Commerce

Childgen is a top-selling brand on Turkey's leading e-commerce platform "Trendyol" and has extended its success to Amazon, Walmart and Etsy, with the same mission to reach children all around the world.

To visit our stores:



[ChildGen Trendyol Store](#)

[ChildGen Amazon Store](#)





Retail

ChildGen is available at leading supermarket chains in Turkey, including **Migros** and **Macro Center**, which together boast over 3,500 stores. Our products are also present in well-known stationery and book retailers like **D&R**, in addition to numerous local shops and toy stores. With our recent partnership with **BIM**, a supermarket chain with more than **11,000** locations across Turkey, we are aiming to expand our reach to **15,000** sales points by 2025.



Safety

Our products have successfully passed all required health and safety tests in both the EU and USA, making us a trusted and reliable brand.

- CE
- EN-71
- ISO Food Certificate
- CPC - Conforms to ASTM F963-23

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Branding

With the vision of making ChildGen a globally recognized brand, trademark registrations have been completed in both Europe, UK, USA and Canada.



Goals & Strategies

Establish a Strong Global Brand Presence

- Achieve consistent growth within the toy industry in each new market.
- Enhance brand awareness through influencer collaborations, digital ads and children's events.
- Collaborate with regional distributors to enhance product availability and build a strong retail presence.



Goals & Strategies

Distribution and Sales Channels:

- Expand reach through major online platforms such as Amazon, regional marketplaces and dedicated brand websites.
- Develop relationships with leading retail chains in target markets to ensure in-store visibility.
- Partner with schools, kindergartens, and child-centric organizations to broaden product reach and brand exposure.



Goals & Strategies

Product Customisation:

- Tailor products and packaging to meet the cultural and consumer preferences of each market.
- Develop special sets and products inspired by regional themes and popular trends to appeal to local customers.



Goals & Strategies

Marketing and Advertising:

- Utilize digital marketing on social media platforms like Instagram, TikTok and YouTube.
- Partner with local influencers and parent bloggers for brand credibility.
- Participate in children and toy exhibitions to increase brand visibility and directly engage with potential customers.



Goals & Strategies

Sustainability and Social Responsibility:

- Align with global environmental standards, focusing on sustainable materials, eco-friendly packaging and responsible production practices.
- Launch social initiatives to support child creativity and education.

Summary

ChildGen aims to establish itself as a trusted and recognisable brand globally, known for its high-quality and natural products. By building strong relationships with consumers and partners, we seek to secure a lasting position in the children's toys and creative play sector.

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Company Profile



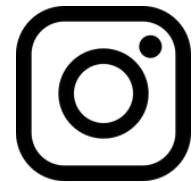
www.childgen.com.tr



www.childgen.com



@childgenplaydough



@childgenus



[ChildGen Play Dough](#)



[Introduction Video](#)



Questions

Thank you!

