smash®

NUDE FOOD MOVERS™

2015

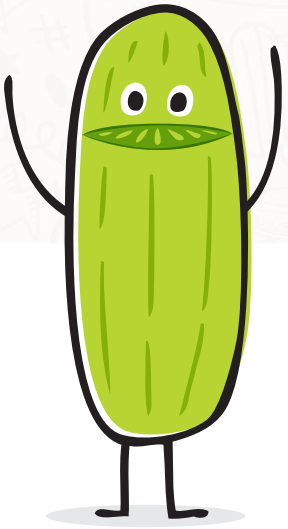
CATALOGUE

Introducing NFM

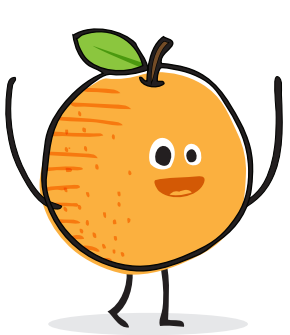
Nude Food Movers burst onto the Australian market in 2009, and has become the leading household brand in its segment.

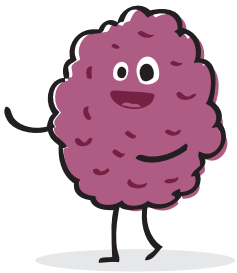
Healthy eating, healthy planet is the core message of NFM, and what better message to be teaching our kids?

Nude Food Movers are dedicated to the philosophy of Reduce, Reuse, Recycle! All products are high quality, BPA free, and tested to all European and USDA food safe standards.



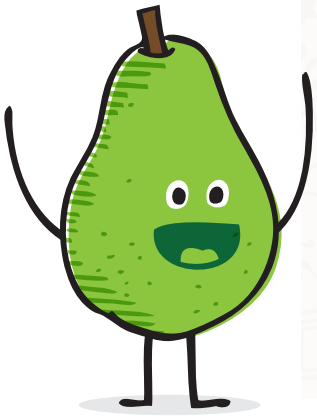
This presentation is for our International partners, and has a concise introduction about NFM. If you want a more detailed picture, we have in-depth brand story at the back of this presentation. Enjoy.





Brand Communication

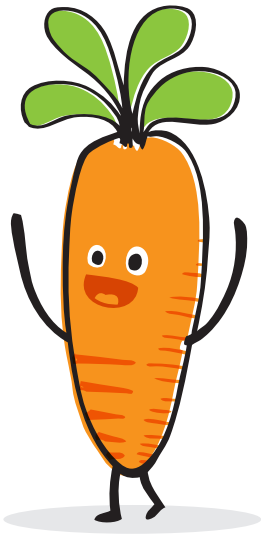
- Brand identity used to reinforce the ownable 'Nude' name.
- Feels fun and light hearted, whilst having positive associations to health, wellbeing, Australia and the planet.
- Contemporary and fresh.



smash®
NUDE
FOOD MOVERS

Brand Architecture

- Clarifies the relationship and role of SMASH, in relation to NFM – Smash is an endorser brand.
- The established Australian brand brings trust through endorsement.
- New values can be created and reside in the branding.



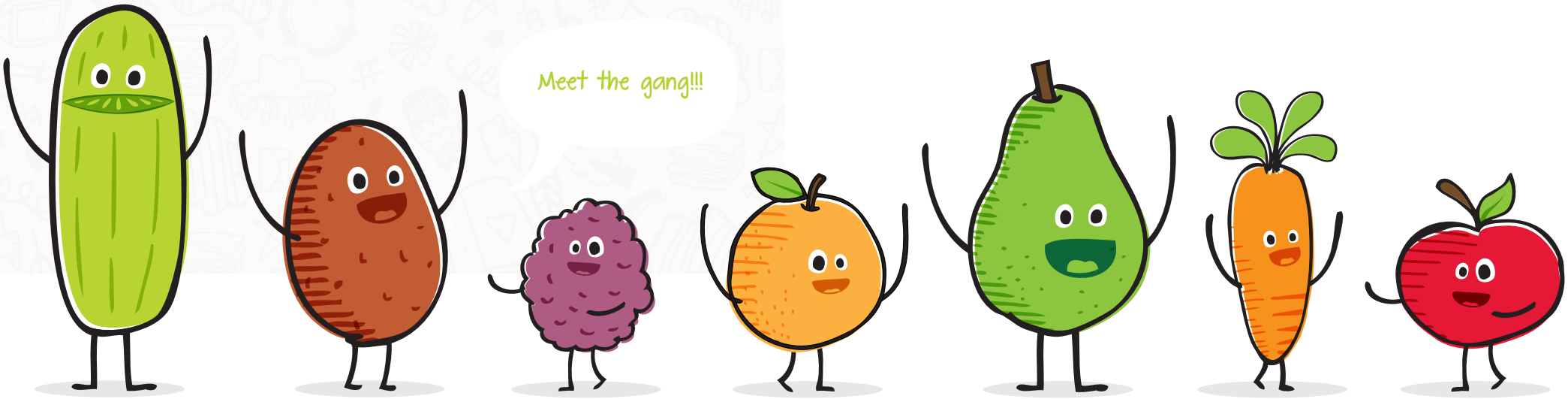
Characters

The NFM characters communicate a fresh, contemporary style.

'Fruit like' characters reflect the brand proposition successfully and tie back to the original logo.

Styling of the characters delivers a strong & distinctive healthy angle, while still appearing friendly and fun.

Meet the gang!!!

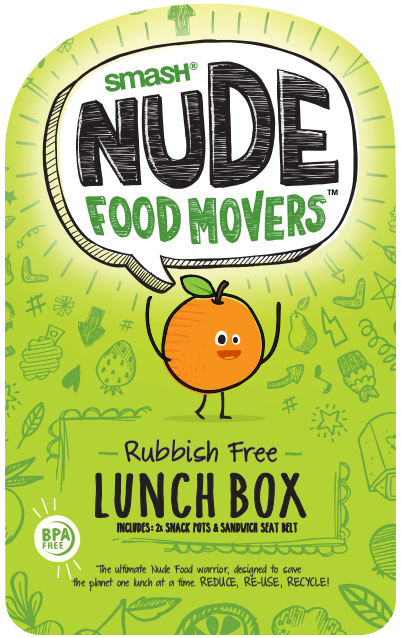


Curly the Cucumber | Sally the Sultana | Gina the Grape | Olly the Orange | Pete the Pear | Caz the Carrot | Ally the Apple

The illustrations

- Deliver meaning for the brand, and can be articulated in different ways.
- Good for the environment, subtle messaging.
- Typical Australian icons, e.g. an Australian map and Boomerang (boosting business presence internationally).
- More random illustrations that add 'quirkiness' and appeal to kids and adults alike.

Rubbish Free Lunchbox Packaging



Front

Back

Shelf Ready Tray Artwork

- Create a bigger impact at point of sale. Design ties directly back to the product – NFM wants to own green!
- Strong branding and brand proposition descriptors are used to convey the brand message at point of purchase.

Key Messaging

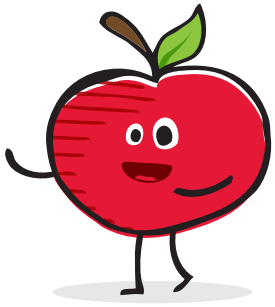
- Get Back to School with a Nude Food Movers Rubbish Free Lunch Box and help save the environment one lunch at a time.

REDUCE - RE-USE - RECYCLE

Target Market

Parents and children together

- Kids make the connection.
- Parents engage and make the connection.



TVC Back to School Event

- A series of TVC's that speak to the parent to create an emotional response.
- Provides a cause and reason to purchase Nude Food.
- Allows NFM to own the term 'Nude' and express its brand proposition through a call to action.
- This also ties back into the limited edition 'Save the Pacific, one lunch at a time' campaign.

Public Relations

- Ongoing public relations – TV, Radio, Print, Online, Events.
- In-house team managing reactive and proactive campaigns.

Co-op Advertising Using Retailer Channels

- NFM has had strong success by partnering with retailers to promote the brand via retailer website, social media sharing, email blasts, catalogues and newsletters.

The NFM brand message is a worthy one to promote and hits a real nerve with parents and grandparents - via TV, Radio, Print, Online and Events.

- In-house team managing reactive and proactive campaigns and working with retailer marketing teams.

Mummy Blogging

- Kid's Business blogger activation campaign.
- Interactive exhibition space.
- Face to face interaction with market leading mummy bloggers, per event.
- Brand info is sent to a database of over 6700 Aussie and International mummy bloggers.
- Expectation of 400+ blogger posts per region.

Nude Food Day

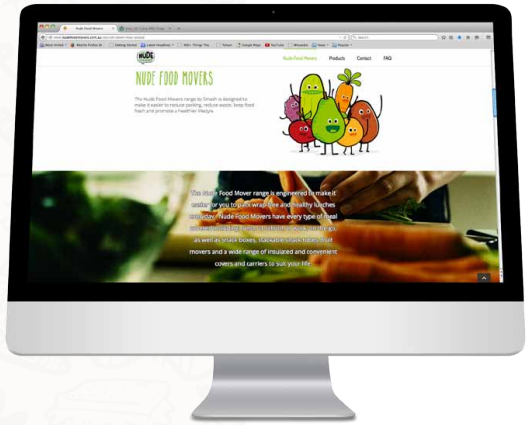
- Annual event that has been running through schools in Australia for over 5 years.
- Up to 4000 primary schools are involved annually.
- Interactive program for teachers, kids and parents to learn about healthy eating and the environment.

Get on board!

nudefoodday.com

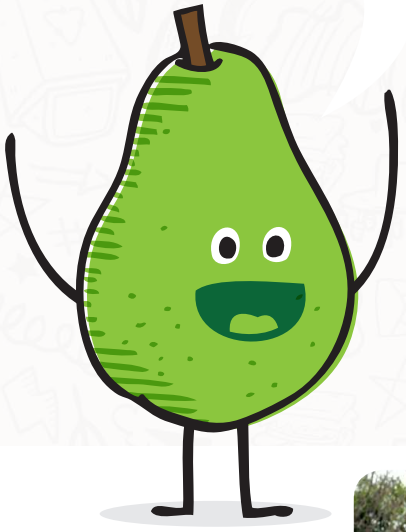
Online

- Website update to promote products and lists.
- Monthly e-news to 260K consumers on the Smash and NFM databases.
- Smash and NFM Social Media avenues (Facebook & Instagram) to showcase product and run promotions.
- Multiple consumer competitions to increase engagement and interaction.



Strong Celebrity Endorsements

Robert and Bindi Irwin, the children of the late Steve Irwin Crocodile Hunter, are our most high profile supporters and have come on board to help us spread the NFM message worldwide!



Australia Zoo
Home of The Crocodile Hunter

NUDE FOOD DAY WELCOMES ROBERT AND BINDI IRWIN

NUDE FOOD DAY™

The **Nude Food Day** message is close to home for Robert and Bindi, with plastic and food packaging having the potential to cause illness and even death for native Australian wildlife. They see the consequences of this first-hand at the Australia Zoo Wildlife Hospital on the Sunshine Coast in Queensland, which has treated over 58,000 native animals in its 11 year history.

The Wildlife Hospital is the largest project of the Irwin family's charity, **Australia Zoo Wildlife Warriors**, that raises funds for wildlife conservation. Donations to the hospital through Wildlife Warriors go directly toward life-saving treatment for the animals, which is why we're teaming up with them to help Save the Planet – One lunch at a time!

WHAT IS NUDE FOOD DAY?

Essentially, kids bring their food – nude! This will reduce the amount of rubbish that goes into the bins, that goes into the ground that pollutes our planet. This is an amazingly simple concept that really empowers the kids to create change, you will be amazed with how enthused they can become!

To see Robert and Bindi's video message and/or to register your school for Nude Food Day visit: www.nudefoodday.com.au
To make a donation to Wildlife Warriors: www.wildlifewarriors.org.au/donate/

COMPETITION

WIN!

A FAMILY PASS TO AUSTRALIA ZOO,

+ BECOME A ZOO KEEPER FOR THE DAY

YOUR FAMILY WILL BECOME ZOO KEEPERS FOR A DAY.

Marketing/Brand Support

- Both Australia Zoo, the Irwins and Nude Food Movers will actively promote the promotion.
- A comprehensive marketing program will support promotion.

Prize Pool

MAJOR PRIZE

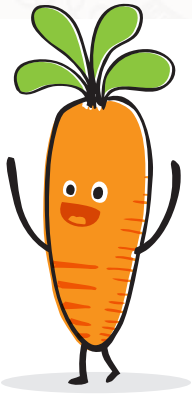
- International economy class flights plus one weeks accomodation in Queensland Australia for 2 adults and 2 children and $1000 spending money!
- Weekly Pass to Australia Zoo with the inclusion of the Zoo Keeper for a Day Program for the whole family.

RUNNERS UP PRIZES

- 50 subscriptions to Crikey Magazine.

TO ENTER:

- Tell us in 25 words or less, what makes ***you or your family Nude Food Wildlife Warriors?***



We're supporting conservation!

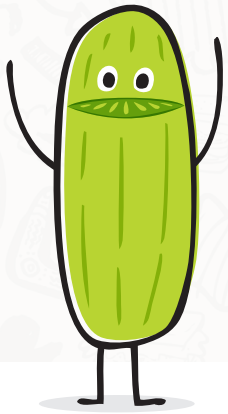
- Proceeds from the sale of every product go towards supporting the work of Australia Zoo's Wildlife Hospital.

AUSTRALIA ZOO WILDLIFE WARRIORS WORLDWIDE

AUSTRALIA ZOO WILDLIFE WARRIORS + AUSTRALIA ZOO WILDLIFE HOSPITAL

On Pack Communication

- Competition details and entry information on all NFM product packaging.
- A donation call out will also be listed on all NFM product.



Promotional Displays

- A range of NFM products will be presented in an eye catching Free Standing Display Unit creating a Wow factor at point of purchase.

FOOD
MOVERS

RUBBISH FREE LUNCH BOX

New and Improved

New Durable Material - Aeronautical Co-Polymer
Typically used in aeroplane components designed to handle a high degree of structural stress without cracking or deforming. Provides flexibility in the body and clips of the RFLB to increase its ability to withstand the rough and tumble of the school yard.

Ideal for building healthy food combinations.

Material
PP

Capacity
Pots - 125mL

Product Dimensions
310 x 155 x 85mm

Colour Options

ORANGE POT - PMS 151 C

GREEN POT - PMS 382 C

Packaging: Sticker with shrink seal

MINI RUBBISH FREE LUNCH BOX

Given the success of the original 'Rubbish Free Lunch Box', Nude Food Movers presents a more compact format for smaller lunch requirements.

Material
PP

Capacity
Pots - 125mL

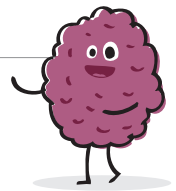
Product Dimensions
235 x 170 x 85mm

Colour Options

ORANGE POT - PMS 151 C

GREEN POT - PMS 382 C

Packaging: Sticker with shrink seal



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LUNCH BOX 1

This traditional, one compartment lunchbox is ideal for carrying sandwiches, wraps and snacks without the need for excess packaging.

Material
PP

Capacity
1400mL

Product Dimensions
230 x 135 x 90mm

Colour Options

GREEN - PMS 375 C | BLUE - PMS 300 C | PINK - PMS 226 C | BLACK - PMS Black C

Packaging: Sticker Labels

SALAD BOX

Create the perfect salad or entrees with our new compartmentalized container. The handy little shelf and screw top container allows you to separate your dry ingredients from your dressings or sauces until it is time to construct your meal (ideal for those fussy connoisseurs who don't like their food to touch). Now you can enjoy fresh and delicious meals at any time!

Material
PP

Capacity
1200mL

Product Dimensions
135 x 140 x 115mm

Colour Options

GREEN - PMS 375 C | BLUE - PMS 300 C | PINK - PMS 226 C | BLACK - PMS Black C

Packaging: Shrink wrap with Sticker Label

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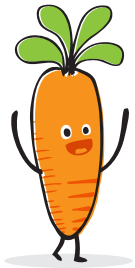
SANDWICH BOX

Ideal for carrying sandwiches, rolls or wraps without cling wrap, the Sandwich Box will keep your food fresh.

Material
PP

Capacity
400mL

Product Dimensions
130 x 135 x 60mm



Colour Options

GREEN - PMS 375 C
BLUE - PMS 300 C
PINK - PMS 226 C
BLACK - PMS Black C

Packaging: Sticker Labels

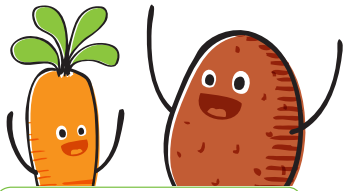
WRAP N ROLL

The Wrap n Roll is perfectly sized to fit your healthy rolls, wraps and snacks. The movable divider means you can include and separate extra snacks from your wrap.

Material
PP

Capacity
850mL

Product Dimensions
254 x 95 x 84 mm



Colour Options

GREEN - PMS 375 C
BLUE - PMS 300 C
PINK - PMS 226 C
BLACK - PMS Black C

Packaging: Sticker Labels

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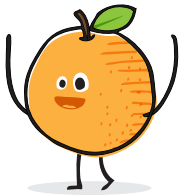
CUP MOVERS

Stop skipping meals during the day, with the Brekky and Soup In A Cup range you can no longer use the excuse "I had no time to eat". Transport your leftovers and get ready to enjoy delicious cereals or soups on the go! The slimline design has been made to fit into most cup holders.

Material
PP

Product Dimensions
Soup Mover - 90 x 90 x 175mm
Brekky Mover - 90 x 90 x 175mm

Capacity
Cup - 400mL
Lid - 160mL



Colour Options

Packaging: Colour Card Wrap

DUO BENTO

Carry and assemble fresh sandwiches, or simply separate your salads with this duo format. The handy twin compartments meet the needs of people on the go wanting an adult lunchbox solution for all meal types. The all in one, compartmentalized format means you don't need to be carrying around a handful of containers at a time. Separate your ingredients so you can construct your meal when it's time to eat or create a 'Tapas' style meal!

Material
PP

Product Dimensions
150 x 220 x 49mm

Capacity
700mL

Colour Options

Packaging: Sticker Labels

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MINI MEAL BOX

It may look like a sandwich box but don't let its size fool you. Perfect for a healthy salad sandwich, this little transporter is great for portion-sized meals and is ideal for those with small appetites. The addition of the micro valve means little lunches can be transported and heated with ease.

Material
PP

Capacity
500mL

Product Dimensions
146 x 146 x 53mm

Colour Options

WATERMELON - PMS 1777 C | BLUE - PMS 295 C | LIGHT BLUE - PMS 318 C | BLACK - PMS Black C

Packaging: Sticker Labels

LUNCH BOWL

One bowl, endless possibilities. Perfect for salads, soups, pasta and last night's leftovers, this versatile transporter fits snugly in the handbag and sits pretty on the fridge shelf. Hot or cold, however you like it, this bowl is the ultimate lunch companion.

Material
PP

Capacity
650mL

Product Dimensions
136 x 136 x 87mm

Colour Options

WATERMELON - PMS 1777 C | BLUE - PMS 295 C | LIGHT BLUE - PMS 318 C | BLACK - PMS Black C

Packaging: Sticker Labels

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LUNCH PLATE

Fancy yourself a bit of a foodie? Live up to this title and dine in style! The Lunch Plate is perfect for bringing last nights leftovers; fill your plate with anything from salads or roast to risotto and vegetables. With the 'ceramic' look base your dining experience just got stylish... We give our new dining ware 5 Michelin stars!

Material
PP

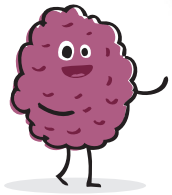
Capacity
1000mL

Product Dimensions
196 x 196 x 60mm

DESIGN LED SHAPE
Engineered to emulate a sleek and stylish cafe style plate

FOOD SAFE
BPA Free

MICRO VENT
Releases air during microwaving and seals without pressure to avoid spills while in transit



CERAMIC LOOK FINISH
The textured walls provide the appearance of a handcrafted ceramic plate

DISCREET CLIPS
The clip lock closures rest closely to the base walls

Colour Options

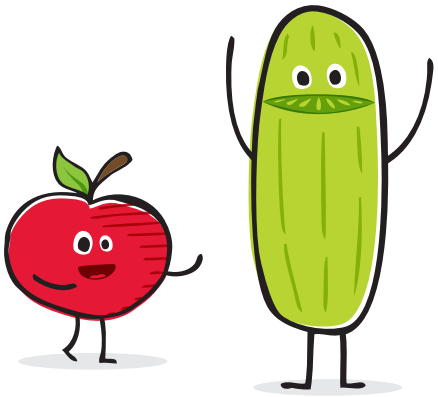
WATERMELON - PMS 1777 C

BLUE - PMS 295 C

LIGHT BLUE - PMS 318 C

BLACK - PMS Black C

Packaging: Sticker Labels



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SNACK
MOVERS

SNACK BOX

Ideal for carrying fruit, nuts and snacks without cling wrap, the Snack box will keep your food fresh.

Material
PP

Capacity
250mL

Product Dimensions
130 x 85 x 60mm

Colour Options

GREEN - PMS 375 C | BLUE - PMS 300 C | PINK - PMS 226 C | BLACK - PMS Black C

Packaging: Sticker Labels

DOUBLE SNACK BOX

The Double Snack Box is ideal for people who need to eat on the go. With the inclusion of a fork, it opens up the variety of healthy and homemade snacks you can take with you.
It also fits conveniently inside the Wrap & Roll and your Rubbish Free Lunch Box for more snack options.

Material
PP

Capacity
270mL

Product Dimensions
155 x 76 x 75 mm

Colour Options

GREEN - PMS 375 C | BLUE - PMS 300 C | PINK - PMS 226 C | BLACK - PMS Black C

Packaging: Sticker Labels

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SNACK POTS

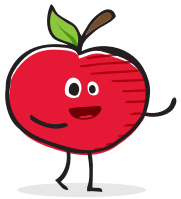
Ideal for carrying fruit, nuts and healthy snacks without packaging or wrap. Nude Food Movers Snack Pots are a bright and fun way to keep your food fresh and secure! Preparing portion controlled, rubbish free snacks and looking after the environment has never been easier; simply wash and reuse!

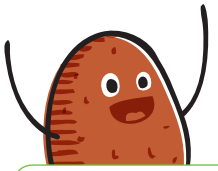
Material
PP

Product Dimensions - each pot
65 x 65 x 76 mm

Capacity - each pot
125mL

Packs
Available in 2, 3 & 4 packs





VERSATILE

2 pots fit securely into the Rubbish Free Lunch Box or Mini Rubbish Free Lunch Box

Colour Options

Packaging: Sticker Labels with Shrink Wrap

TRIPLE SNACK TUBE

This multipurpose and leak proof product is ideal for separating smaller snacks.

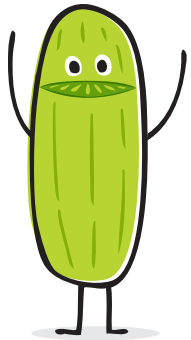
Material
PP

Product Dimensions
Triple: 67 x 67 x 210

Capacity
Triple: 3 x 165mL

BONUS LIDS AVAILABLE

Missing lids are a thing of the past with our new bonus lid packs. Use multiple tubes separately and never be searching the cupboards for lids!



Colour Options

Packaging: Sticker Labels

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SNACK AND DIP

Separate wet from dry with this compartmentalized container. Keep your vegie sticks or crackers in the larger compartment and spreads or dips in the leak proof area.

Material
PP

Capacity
250mL + 100mL

Product Dimensions
80 x 185 x 63 mm

Colour Options

GREEN - PMS 375 C
BLUE - PMS 300 C
PINK - PMS 226 C
BLACK - PMS Black C

Packaging: Sticker Labels

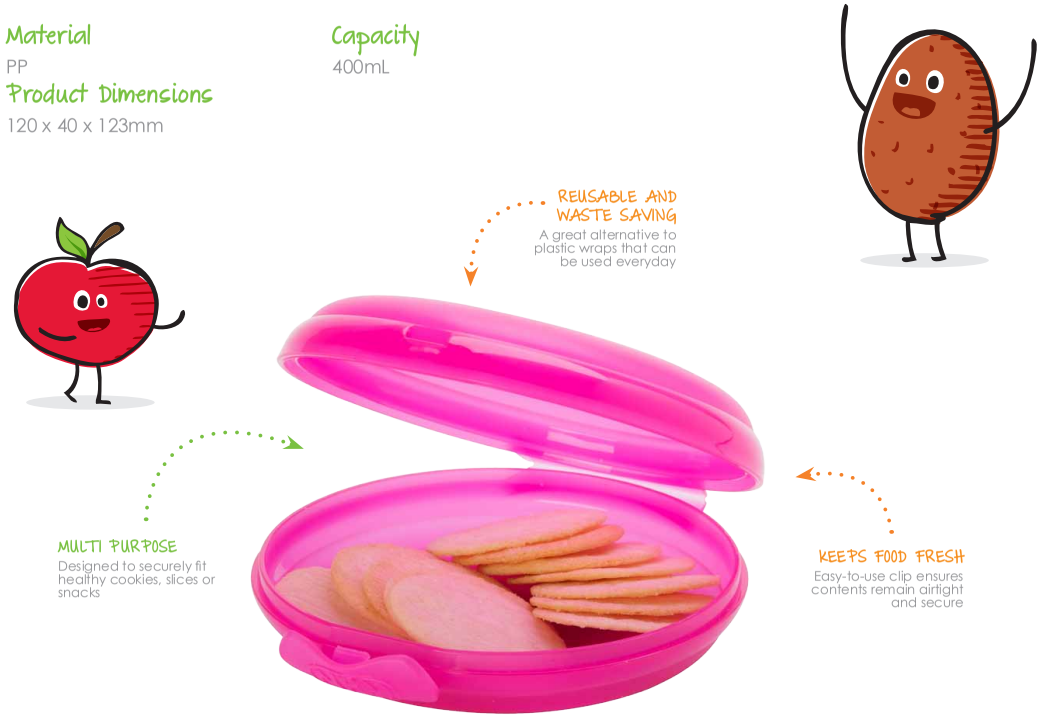
COOKIE MOVER

Healthy cookies, slices and mini tarts can now be transported with ease in the Nude Food Movers Cookie Mover. Keeping your food fresh and protected while on the move, the Cookie Mover has an easy to use clip to ensure even the littlies can easily access their snacks.

Material
PP

Capacity
400mL

Product Dimensions
120 x 40 x 123mm



Colour Options

GREEN - PMS 375 C
BLUE - PMS 300 C
PINK - PMS 226 C
CLEAR - No Colour

Packaging: Sticker Labels

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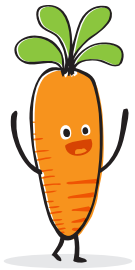
FRUITY MOVER

Keep your fruit guarded and safe in this little mover. Whether your preference is for sliced and diced fruit or you simply don't want your apple rolling around getting bruised, this container keeps your fruit separated from your lunch while keeping it safe and secure.

Material
PP

Capacity
350mL

Product Dimensions
90 x 95 x 80mm



KEEPS FOOD FRESH
Easy-to-use clip ensures contents remain airtight and secure

MULTI PURPOSE
Designed to securely fit a piece of fruit or a fruit salad

REUSABLE AND WASTE SAVING
A great alternative to plastic wraps that can be used everyday

Colour Options

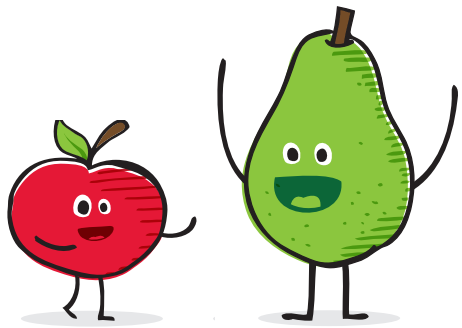
GREEN - PMS 375 C

BLUE - PMS 300 C

PINK - PMS 226 C

CLEAR - No Colour

Packaging: Sticker Labels



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WATER
MOVERS
AND FREEZE

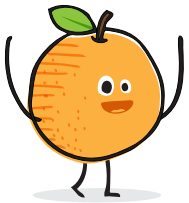
STEALTH 350mL

Drink, Eat, Play, Repeat… That's our motto! To keep the fun times going all day long, it is important to keep hydrated and our range of re-usable junior hydration is here to help! The range of brightly coloured bottles are easy to grip for little hands, leak-proof and kids will love the 'cool' colours and designs.

Material
LDPE with PP Lid

Capacity
350mL

Product Dimensions
62 x 62 x 175mm



Colour Options

Packaging: Sticker Labels

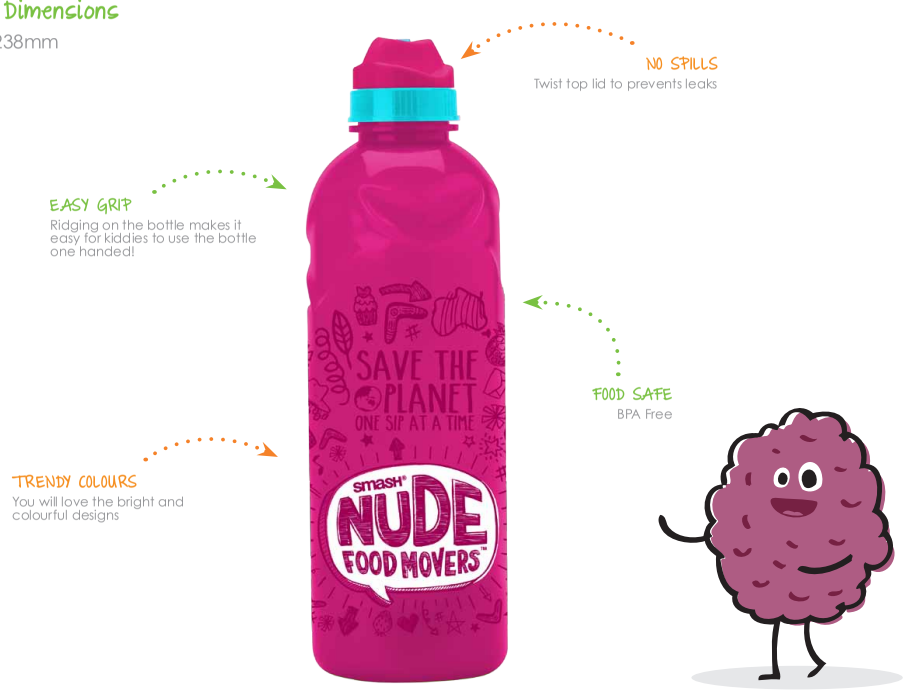
STEALTH 750mL

The perfect accessory for keeping hydrated and a great alternative to disposable water bottles! Our 750ml Stealth drink bottle is an everyday must for school, sporting activities or if you're simply out and about. The ergonomically designed bottle is available in a range of bright colours perfect for the whole family.

Material
LDPE with PP Lid

Capacity
750mL

Product Dimensions
72 x 72 x 238mm



Colour Options

Packaging: Sticker Labels

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ACCELERATOR 500mL

Ensure you can hydrate fast and continue performing at your peak with Smash's energetic range of bottles. The unique contoured designs allow for a one handed grip while the wide mouth and pressure release valve opening allows for speedy and controlled water flow.

Material
LDPE with PP Lid

Capacity
500mL

Product Dimensions
74 x 74 x 228mm

Colour Options

Packaging: Sticker Labels

WIDEMOUTH TRITAN BOTTLE 750mL

The Wide mouth Tritan is ideal for any health nut or exercise enthusiast. Holding 750mL of liquid, this bottle allows you to go about your activities without stopping to refill. The wide mouth top and contoured design allows an easy grip for fast hydration.

Material
Tritan with PP Lid

Capacity
750mL

Product Dimensions
88.5 x 86.5 x 218mm

Colour Options

Packaging: Sticker Labels

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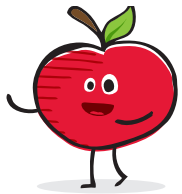
PS FLASK 490ML

Our Travel Flask range has been developed to bring a serious injection of colour & fashion into the market to achieve a fabulous, fresh & exciting look. The twin walled design will keep your beverages hotter for longer, while the twist top lid prevents leaks on your commute. Get your hands on one of our Travel Flasks and you can have deliciously hot beverages on the go!

Material
PS with PP Lid

Capacity
490mL

Product Dimensions
87 x 87 x 195mm



Colour Options

GREEN - PMS 375 C

BLUE - PMS 300 C

PINK - PMS 226 C

BLACK - PMS Black C

Packaging: Sticker Labels

GEL ICE - PACK OF 3

Brrrrr... our Gel Ice will keep your food chilly until it is lunchtime! Keep the Gel Ice in the freezer overnight and pop it in your lunch bag or lunchbox to ensure your food is staying at the right temperature.

Material
Gel - Non Toxic

Product Dimensions
160 x 55 x 127mm

Colour Options

GREEN - PMS 375 C

BLUE - PMS 300 C

PINK - PMS 226 C

CLEAR - No Colour

Packaging: Blister with Full Colour Card

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SKINS AND
INSULATED

COOL SKINS

Developed to fit the Rubbish Free Lunchbox and to provide extra insulation, as well as allowing consumers to show their style through fashionable designs.

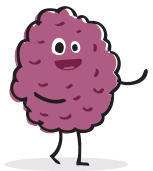
Material
Neoprene

Product Dimensions
Cool Skin - 145 x 80 x 275mm
Cool Skin W/Bottle - 190 x 80 x 275mm

Also avaliable with 500ml stealth bottle

Designed to fit the Rubbish Free Lunchbox

FASHION DESIGNS ALSO AVAILABLE



STRETCHY NEOPRENE
Insulates food through the day

CARRY HANDLE
Easy transportation

ZIPPER OPENING
Seals skin for increased insulation

Colour Options

GREEN - PMS 375 C
GREEN - PMS 2287 C
BLUE - PMS 293 C

BLUE - PMS 300 C
BLUE - PMS 2995 C
MELON - PMS 1785 C

PINK - PMS 226 C
PINK - PMS 1777 C
TEAL - PMS 318 C

BLACK - Black C
GUNMETAL - PMS 2376 C
CERAMIC - PMS Warm Grey 1 C

Packaging: Swing Tag

PAVILION TENT BAG

Our Insulated Lunch Bag is the perfect on-the-go storage for your lunch! Fill it up with your favourite snacks and meals and once lunch-time is over just fold it up for easy storage.

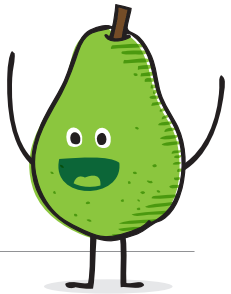
Material
600D

Product Dimensions
180 x 100 x 260mm

EASY ACCESS
Velcro closure for easy access

FOLDABLE
For easy storage

INSULATED
Keeps the temperature constant while on the go



Colour Options

WATERMELON - PMS 1777 C

BLUE - PMS 293 C

LIGHT BLUE - PMS 318 C

BLACK - PMS Black C

Packaging: Swing Tag

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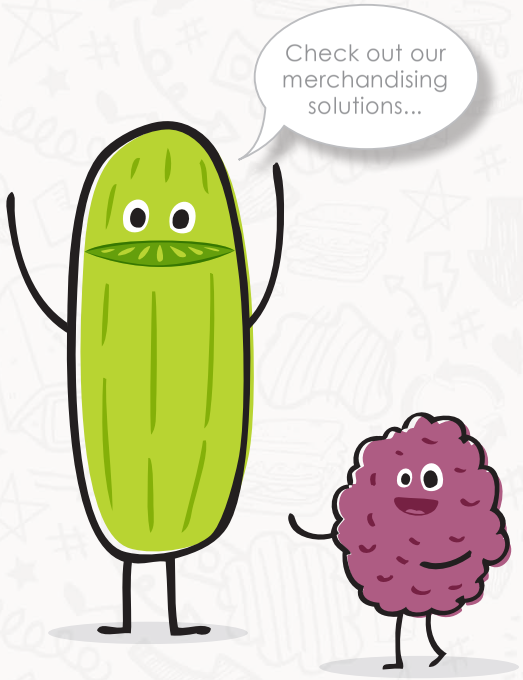
MERCHANDISING
SOLUTIONS



The NFM brand has grown dramatically due to the great success it has had at retail. Mothers, Fathers, children and anyone involved in the raising of children love the message of NFM. Healthy eating, healthy planet. We currently sell more than 2.5 million NFM products each year, across 17 countries, with more than 10 million sold since we launched the brand in Australia in 2009.

The collection now has hundreds of unique style/colour/design combinations. This gives the brand enormous growth potential for any retailer who takes the brand on, but we understand it can be a little daunting knowing where to start and how to introduce the brand.

We have analysed sales figures and stats from all of our retailers across the world and have put together a suggested 3 step shelf plan for ranging NFM. This brings in the best sellers and a selection that gives a wide variety of options for food transport and hydration.

NFM covers any modern day food requirements, from breakfast, lunch, dinner and the ever present "snacks on the go" need that every family has. Our message is communicated on-shelf via strongly branded shelf ready trays, and our packaging has been designed to quickly communicate what the purpose and special features of the product are.

We suggest starting with our single shelf assortment, step 1, and then build into shelves 2 and 3 and onward as sales grow. This strategy is well tested and proven to be a successful strategy across our world famous retailers.

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1 SHELF LAYOUT

Rubbish Free Lunchbox
Refer to page 13

Sandwich Box
Refer to page 15

Snack Box
Refer to page 20

Triple Snack Tube
Refer to page 21

Fruity Mover
Refer to page 23

Stealth 750mL
Refer to page 25

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2 SHELF LAYOUT

Rubbish Free Lunchbox
Refer to page 13

Mini Rubbish Free Lunchbox
Refer to page 13

Lunchbox 1
Refer to page 14

Salad Box
Refer to page 14

Stealth 750mL
Refer to page 25

Tent Fold Up Bag
Refer to page 29

Sandwich Box
Refer to page 15

Snack Box
Refer to page 20

Double Snack Box
Refer to page 20

Wrap n Roll
Refer to page 15

Triple Snack Tube
Refer to page 21

Fruity Mover
Refer to page 23

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3 SHELF LAYOUT

Mini Meal
Refer to page 17

Bowl
Refer to page 17

Plate
Refer to page 18

Tritan Bottle 750mL
Refer to page 26

Stealth 750mL
Refer to page 25

Sandwich Box
Refer to page 15

Snack Box
Refer to page 20

Double Snack Box
Refer to page 20

Wrap n Roll
Refer to page 15

Triple Snack Tube
Refer to page 21

Fruity Mover
Refer to page 23

Rubbish Free Lunchbox
Refer to page 13

Mini Rubbish Free Lunchbox
Refer to page 13

Salad Box
Refer to page 14

Lunchbox 1
Refer to page 14

Cookie Mover
Refer to page 22

Tent Fold Up Bag
Refer to page 29

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4 SHELF LAYOUT

Cup Movers
Refer to page 16

Duo Bento
Refer to page 16

Mini Meal
Refer to page 17

Bowl
Refer to page 17

Plate
Refer to page 18

Rubbish Free Lunchbox
Refer to page 13

Mini Rubbish Free Lunchbox
Refer to page 13

Lunchbox 1
Refer to page 14

Salad Box
Refer to page 14

Cookie Mover
Refer to page 22

Snack and Dip
Refer to page 22

Sandwich Box
Refer to page 15

Snack Box
Refer to page 20

Double Snack Box
Refer to page 20

Wrap n Roll
Refer to page 15

Triple Snack Tube
Refer to page 21

Fruity Mover
Refer to page 23

Stealth 350mL
Refer to page 25

Stealth 750mL
Refer to page 25

Accelerator 500mL
Refer to page 26

Tritan Bottle 750mL
Refer to page 26

Tent Fold Up Bag
Refer to page 29

Gel Ice - 3 Pack
Refer to page 27

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5 SHELF LAYOUT

Cup Movers
Refer to page 16

Duo Bento
Refer to page 16

Mini Meal
Refer to page 17

Bowl
Refer to page 17

Plate
Refer to page 18

Cool Skin
Refer to page 29

Rubbish Free Lunchbox
Refer to page 13

Mini Rubbish Free Lunchbox
Refer to page 13

Lunchbox 1
Refer to page 14

Salad Box
Refer to page 14

Wrap n Roll
Refer to page 15

Sandwich Box
Refer to page 15

Snack Box
Refer to page 20

Triple Snack Tube
Refer to page 21

Fruity Mover
Refer to page 23

Cookie Mover
Refer to page 22

Snack Pots - Twin Set
Refer to page 21

Snack and Dip
Refer to page 22

Double Snack Box
Refer to page 20

PS FLask
Refer to page 27

Stealth 350mL
Refer to page 25

Stealth 750mL
Refer to page 25

Accelerator 500mL
Refer to page 26

Tritan Bottle 750mL
Refer to page 26

Tent Fold Up Bag
Refer to page 29

Gel Ice - 3 Pack
Refer to page 27

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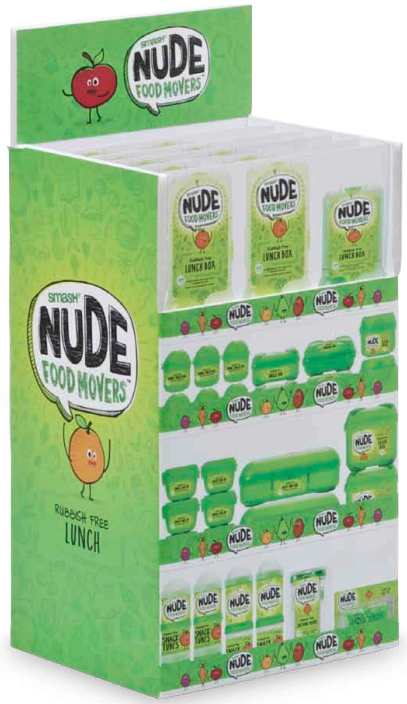
PDQ DISPLAYS



Quarter Pallet

Half Pallet

Full Pallet

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The Story Behind Nude Food Movers

Nude Food Movers was born out of Smash Enterprises Australia. Since inauguration in 1999, Smash Enterprises has sold over 50 million products, fast becoming a staple brand in the lives of children and adults worldwide.

Smash are the market leaders in Back to School in both the Australian and New Zealand markets enjoying an unprecedented 80% share of the lunch box market, and are the fastest growing brand in The UK and Europe.

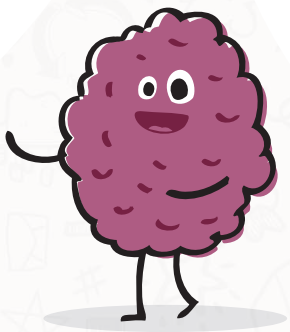
Launched to the Australian market in 2009, Nude Food Movers has become the most sought after children's food transport system for moving and storing nutritious and environmentally friendly lunches and snacks through an innovative range of internationally, quality assured lunch boxes, snack pods and insulated covers.

Nude Food Movers has managed to gain this success based on three factors:

The first is continually delivering high quality, high value products to its customers and vendors.

Secondly, we pride ourselves on ensuring the reliable and timely delivery of products at an accessible price.

Thirdly, being a reliable, transparent and trustworthy company to both customers and distributors.



smash® NUDE FOOD MOVERS

The Nude Food Movers range consists of unique products designed to transport food to schools and places of work. They have been designed in Australia, and manufactured to the highest international quality and testing standards.

The design has been developed with extensive research into both form and function, ensuring it exceeds all customer expectations and requirements in regard to design, simplicity, durability, price and look.

Due to the success of Nude Food Movers within the Australian market, considerable time and resources has been dedicated to extending the range with new products that specifically target older aged students, as well as consumers in the workforce.

With the ever-increasing pressure on parents to pack their children's lunches and snacks without excess packaging, Nude Food Movers has been successful in promoting their healthy eating, healthy environment product and brand message.

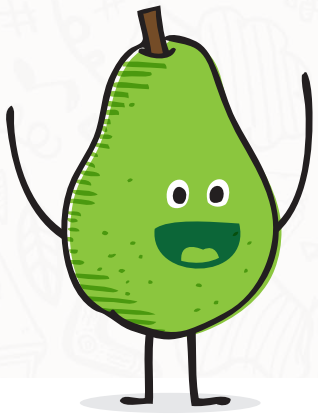
The Concept

Launched in the Australian market in 2009 by Smash Enterprises, Nude Food Movers has become the most sought after food transport system for moving and storing nutritious and environmentally friendly lunches and snacks through an innovative range of internationally, quality assured lunch boxes, snack pots and insulated covers.

Comprehensive and consumer research initiatives unveiled that parents of school-aged children were seeking an affordable, food storage/transport solution that allowed them to build healthy, hassle free lunches and snacks without the use of excess packaging. Further to this, global trends lending themselves to healthy eating and a healthy environment also prompted the development of the range and brand proposition.

- Heightened Environmental Awareness - Climate change, Pollution, Deforestation, Waste Management
- Increase in Obesity - 1 in 4 children are overweight or obese
- Household budgeting - offer quality at an accessible price
- Gen Z - Want to make a difference, environmentally aware
- Rubbish Free Lunch Days - assist schools with their initiatives to reduce waste
- Parental Assistance - help to make preparing healthy lunches not only stress free, but healthy and nutritious.

With its great look, yet simple design, Nude Food Movers has entered the market with a truly unique product offer with mass consumer appeal; an offer which currently does not exist in the US market.



Company Summary

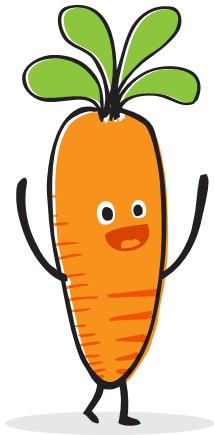
Since inauguration in 1999, Smash Enterprises has sold over 50 million products, fast becoming a staple brand in the lives of children and adults worldwide.

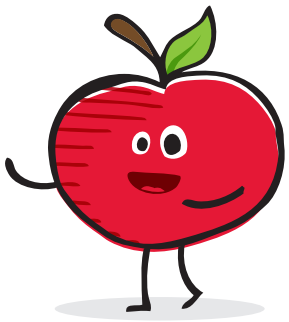
Smash is one of Australia's leading and most recognised brands with an extensive range of innovative products designed especially for our Australian and International retail partners. Smash has fast become the market leaders in Back to School in both the Australian and New Zealand markets enjoying an unprecedented 80% market share.

Success is built upon not only product knowledge, but the ability to recognise and adapt to universal market and consumer trends. Catering to these trends, utilizing research and design, Smash has paved the way for continually bringing innovative and unique products to the market.

Smash has further cemented its position in the market by offering retailers a tailored solution based on Reliability and Design; from the initial design concepts based on research and development, through to quality assurance, manufacturing, delivery and support through tailored Marketing Strategies.

With the Head Office situated in Australia (Melbourne), and manufacturing offices located in China (Shenzhen), Smash Enterprises provides a full service operation with proven performance in product supply and innovation.





Products

The Nude Food Movers range consists of a range of unique products designed to transport food to schools and places of work.

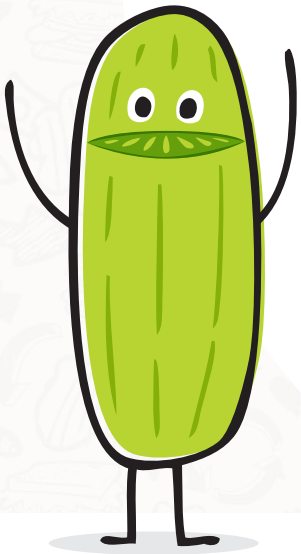
They have been designed in Australia, and manufactured to the highest international quality and testing standards.

Specifically, the Nude Food Movers products are manufactured with durable materials, which are proved to stand the test of time. Each item has been developed to be space saving while ensuring they are practical and can house consumers daily food requirements.

To ensure the products are user and "parent" friendly, they are microwave, dishwasher and freezer safe while being food safe and BPA Free.

The Nude Food Movers Range also features the following;

- Affordably priced
- Eliminate the need for wrapped food, reducing packaging waste
- Encourages families to only fill Nude Food Mover products with healthy food options
- Hard plastic construction protects food from damage
- Space saving and slimline design easily fits inside any school or work bag
- The mix and match shapes mean you can build your own meal and snack combinations
- Leak proof, airtight containers means fresh food and no spills
- Insulated skins available in fashionable and plain designs allow children to individualize their products

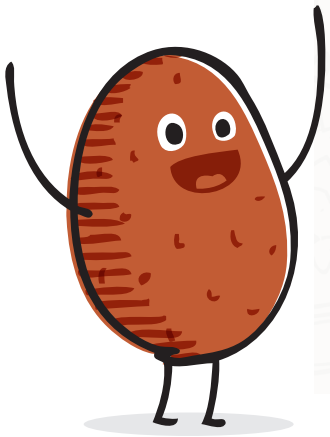


Competitive Edge

The range offers retailers a fresh approach. Unique products, backed by a fresh and on-trend brand proposition that resonates with both children and parents, the product is set to revolutionise food transportation.

In every country where we are active we have Trademark registered our brands and defend them to ensure stability and viability into the future. Our products are all design registered.

Further to this, the brand invests heavily in research and development to ensure the range stays relevant and invigorated through annual new product development initiatives.



Market Analysis Summary

With the ever-increasing pressure on parents to pack their children's lunches and snacks without excess packaging, Nude Food Movers has been successful in promoting their healthy eating, healthy environment product and brand messages to two very different and distinctive target markets.

1. Primary school students aged 4-12 years old look for items that:
Give them a sense of individuality in the school yard.

2. Parents (or household grocery buyer) of school children aged 3-12 years old looking for items that:

Assist in providing a solution to ease the stress of packing rubbish free lunches and snacks.
Are of a high quality, affordable and will stand the test of time.

Smash Enterprises has learned by experience that Nude Food Movers need to target several market niches to be successful. The appeal and needs identified for the product ranges are universal.

The critical, brand and product elements that have gone into designing Nude Food Movers are only going to increase. Those elements should not be seen as a fad but a way of life. The potential for future products and future segments of the market is unlimited.

Marketing Strategy

The Marketing Strategy for Nude Food Movers will focus on the following key messages:

- Promoting and educating consumers about healthy eating choices and how easy it can be to eat well.
- Reduce waste and help save the environment by packing your lunch and snacks "Nude"

1. Public Relations

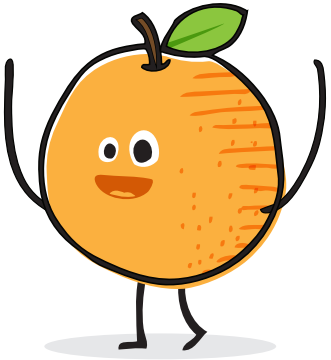
To complement the advertising campaign, PR will be used to further enhance the brand proposition and strengthen credibility through the use of key features endorsed by reputable editors of consumer magazines;

- Editorial in major consumer publications, TV and online which is relevant to the target market.

2. Online

The online strategy will focus on building a relationship with the consumer and encourage interaction with the brand and product website.

- Full sponsorship in the countries #1 parenting websites
- Social Media activity activated through market specific Facebook and Twitter pages
- Blog marketing through seeded campaigns to increase website traffic
- International inclusion on domestic website to allow specific marketing communication to US database: e-newsletters, competitions, recipes and distributor information



3. In Store

NFM prides itself on providing display solutions that best suit the retail needs and environment, which best promotes the products at point of purchase.

Off Location Displays come fully assembled filled with Nude Food Movers products to ensure a "no fuss" in store display that stands out and attracts attention.

Full Colour Shelf Ready Trays offer a great alternative to the Off Location Displays, designed to fit retailer shelving requirements to create an easily merchandised display solution.

In Store Displays for hero lines during key selling times.

Nude Food Day

A Nude Food Movers initiative that is supported by key educational/nutritional non-for-profit organizations, which encourages all participants to bring a healthy, rubbish free lunch to school or work during 'Nutrition Week.'

Working in conjunction with a non-profit community-based organization, Nude Food Movers aims to promote the health and well-being through Healthy Eating Programs with an educational focus on saving the environment through wrap free lunches.

Nude Food Movers will help schools identify issues and implement activities most important and relevant to their individual school. The program assists schools in developing a nutrition Action Plan/ Policy to ensure healthy changes are successful and sustainable.

1. What does it involve?

The event has been created as an all-encompassing program - encouraging participation by providing all the tools and resources required to make learning about healthy food, healthy planet as easy and rewarding as possible.

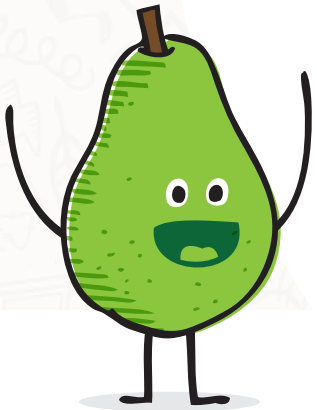
2. How?

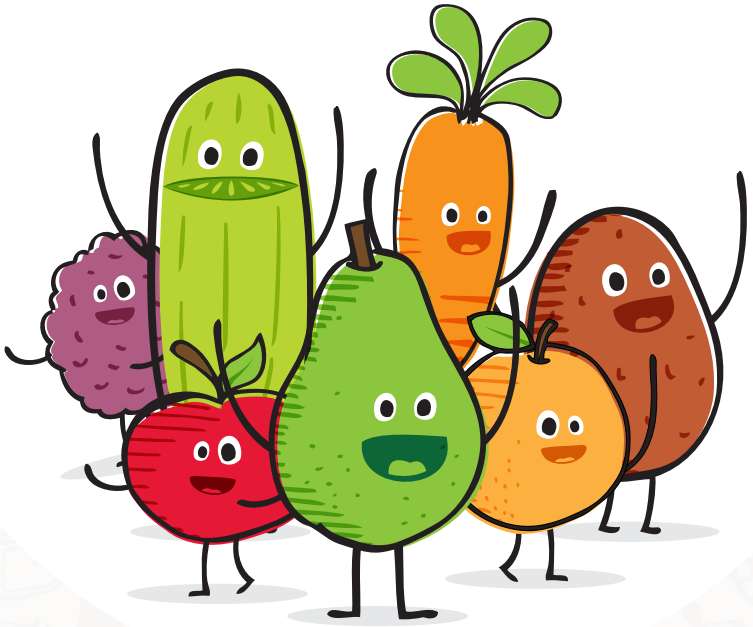
The International Online Hub - www.nudefoodday.com

The online hub is designed with separate sections for schools, kids, parents and corporate. This allows every audience to easily find relevant information in a fun, bright and interactive environment.

Schools will be supplied with starter kits, online and offline classroom activities and lesson plans as well as helpful information for canteens that want to be involved in a healthy food revolution.

Children are encouraged to learn via interactive quizzes and games with the chance to win great, healthy prizes. Parents can access and share tips including easy school lunch ideas to make sending their kids to school with a Nude Food Day lunch as simple as possible.



The Future!

With a mix of above the line advertising, cross-promoting the Nude Food Movers products with Nude Food Day, and below the line communication, we can ensure that Nude Food Movers will become a success in every country.