



...cleaning made simple

Supercloth is a special cleaning cloth very appreciated by consumers in **Italy, Canada, United States and Europe** for its special features and is considered the **irreplaceable tool** for cleaning any surface in a very short time. Supercloth fiber is designed for durability and faster cleaning times. Millions of pieces sold have approved its success



Reason for its success

Thousands of positive reviews on Amazon USA, Amazon Italy and on websites as www.supercloth.com and www.scracchio.com have always made us question why it is so successful.

The answer is simple.

Supercloth is a great problem solver:

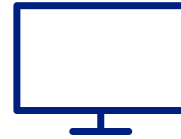
- **Dust**
- **Clean**
- **Dries**

and makes all surfaces shine in a single wipe, with water only, without the aid of detergents and without leaving a halo. Thanks to its breathability, strength, absorbency and elasticity, it saves time, effort and money



Supercloth and sales channels

Because of its peculiarities Supercloth is suitable to be sold in **direct sales channels, Shopping TV and online.** These channels allow it to demonstrate all that Supercloth can do; something that could not be done in traditional channels where the product is only displayed on the shelves without being able to be explained. Here are the ideal **intangible pluses** for direct sales channels and Shopping TV:



It is easily demonstrated



It is a great Problem solver



It always keeps its word



It is a niche product that cannot be found in traditional channels



Excellent value for money. It is not a cost but an investment because it lasts over 5 years



Saves time, effort and money

Supercloth Features

The tangible qualities of Supercloth that have made it successful which are easily demonstrated through sales shows or video demonstrations are highlighted below:



**High
absorbency**



**Easily
removes
dirt**



**Does not
damage
surfaces**



**High
resistance
to overuse**



**Doesn't
use
detergents**



**Works
with water
only**

The Comparison



Others

The old traditional cleaning methods require the use of multiple cleaning cloths each month, paper towels, and **several expensive detergents** to remove stains and streaks, with no guarantee of results. Supercloth.



Supercloth

Supercloth with its special High-Use fiber fabric captures dirt **effectively** and without the need for expensive cleaners. Ideal for effective and **economical** cleaning, it outperforms all traditional cleaning cloths.



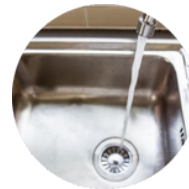
What Supercloth can do



**Sanitaryware
and showers**



**Glass, Mirrors
and Windows**



**Steel and
Aluminum**



**Doors and
Furniture**



Cars



**Leather and
fabric sofas**



Roller Shutters



**Marble, granite,
and wood floors**

Target

Supercloth has huge sales potential since it is useful not only for those who wish to keep their homes clean, but for **commercial businesses** also. In fact, a significant percentage of our sales are to businesses operating in different sectors such as **Bars, Restaurants, Stores, Supermarkets** and other commercial activities.

Gender



64%

Women



26%

Man

Age



15%

19-32



30%

33-47



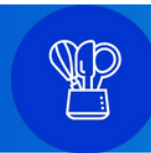
55%

48-57

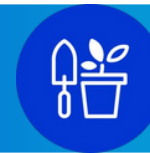
Hobby



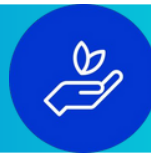
Homecare



Kitchen



Gardening



Sustainability

Swot analysis

Strength

With 25 years of experience in the Italian and American markets, Supercloth had demonstrated its ability to adapt to the changing needs of customers and meet their expectations.



Opportunities

More and more consumers who are looking for environmentally friendly and economical household cleaning products, and Supercloth could capitalize on this trend



Weaknesses

Supercloth is less well-known than other manufacturers of cleaning products, especially in markets where it does not yet have a strong presence.



Threats

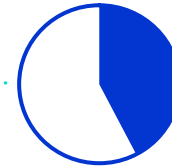
The domestic cleaning products industry is extremely competitive and constantly evolving. This could put Supercloth under pressure, with the possibility of suffering competition from other manufacturers with greater market coverage.



Market size



58%
Italy



42%
Usa

For about 20 years, Supercloth has been a successful product in the U.S. market, where it has been a bestseller with a **5-star rating of up to 90 percent**. Currently, it is also available on Amazon USA, where it continues to be considered a bestseller and is sold through FBA.

In Italy, Supercloth has been sold for more than **25 years** under the brand name "Scracchio" through a direct sales network that relies on word of mouth and door to door demonstrations, as well as e-commerce on www.scracchio.com.



Business model



Supercloth



E-commerce

Through [supercloth.com](https://www.supercloth.com)
and [scracchio.com](https://www.scracchio.com)



Marketplace

On [Amazon.it](https://www.amazon.it),
[Amazon.us](https://www.amazon.us)



Direct selling

Thanks to the 1,500 direct
sellers working with
Supercloth



Video Presentations

Below, are some Supercloth videos that make very clear what Supercloth does and its sales potential. Scan the QR or click on the link below

How it works



<https://bit.ly/4c6TZe9>



Revolutionizing household cleaning is possible

Revolutionizing the way we do cleaning by making it easier, cheaper and more sustainable.

This is our mission.



Thank you!

Any questions?

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