



MEDIA KIT

WIPE. SPARKLE. WALK.

CONTACT

PR / MEDIA INQUIRIES:

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KEY INDIVIDUALS:

Amy Adler
Founder / CEO

David Adler
Co-Founder / Partner

ABOUT SCHMUTZES

A clean, confident step starts on the inside. Amy Adler worked in the luxury fashion industry for a lifetime. Without fail, she constantly saw women embarrassed by the "Schmutz" in their shoes. Being a fashionista and self-proclaimed shoe collector, Amy dedicated herself to her passion project of developing a wipe that would easily clean and protect the leather insoles of shoes. After years of research and development, voilà! The Schmutzes brand was born.

THE PRODUCT

Schmutzes wipes are a personal hygiene product created for the luxury shoe market to clean, protect, and condition the leather insoles of shoes. Regularly using Schmutzes wipes can help keep your fashion investments looking and smelling brand new. It can also prolong the shoes' lifespan by wiping away oils, dirt, bacteria, and skin cells that build up on the sole and deteriorate the interior surface of the product. We believe to be truly clean, you have to start with your [in]sole.



MEDIA ASSETS:
[Schmutzes.com/media](https://schmutzes.com/media)

FACT SHEET



PRODUCT HIGHLIGHTS

- *Our specifically designed "Micro Dot" technology is tough enough to tackle dirt and bacteria, but gentle enough to cleanse and protect your cherished shoes.
- *Specifically formulated for quick cleaning and immediate results! Our wipes are formulated to dry down quickly so you can 'Wipe, Sparkle, Walk'.
- *Our cleaning solution leaves no sticky film or debris on your hands or in your shoes! Get the results you need without any added chemicals on your hands or your shoes.

PRODUCT OFFERINGS

We are disrupting the luxury shoe care space by introducing a niche product that doesn't currently exist in the shoe market. While plenty of other shoe wet wipe products exist today, they only cater to cleaning stains on the outside surface of a shoe. Schmutzes focuses on making a premium insole cleaning pad that gently cleanses perspiration and "Schmutz" that builds up on the leather insoles of your footwear so that your shoe collection stays fresh while also extending the life of the shoes.

Our product line includes the following products:

1. Individually packaged wipes in a sachet
Single packaged insole cleaning pads in a sachet.
2. Packaged wipes in a resealable pouch
20-count pack of wipes in a standard resealable wipes package.

RECOMENDED PRODCT USE

Schmutzes is especially useful on products like luxury high heels with leather insoles. This product is ideally suited for those moments when you need to slip your shoes off for a quick change or when the insides of your shoes will be on display as you embark on the next leg of an adventurous night.

WHERE TO FIND SCHMUTZES

Schmutzes are available for purchase online through our website www.schmutzes.com. For wholesale information and pricing, please contact info@schmutzes.com.

