



# **BRAND DECK**

## **2023**



## OUR VISION



Set up a global online sales network, manufacture high-quality supplies, and create smart products.

Based on the spirit of honesty and integrity, FAFC takes quality as the foundation, integrates the characters in the animation world into design and development, and creates vivid and interesting intelligent products.

We are committed to 100% pure new raw materials to produce safe and reliable products.

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设立全球网上销售网络，制造优质用品，创造智慧型产品。

FAFC本着立足诚信的精神，以品质为根本，融入动漫世界的角色做设计研发，创造生动有趣的智慧型产品。

我们致力于100%纯新原料，生产安全可靠的产品。



## OUR MISSION

“

With a strong understanding in child psychology and development, we create products that appeal to children, where we aim to communicate and foster bond with children through products associated with fairy-tale characters.

The goal is to enable these products to accompany children in their everyday lives to create a happy and worry-free childhood.

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一种对孩子的爱，制造出与童话世界里的人物故事相关用品，陪伴孩子过着开心无忧的童年。

”

**FAFC**<sup>®</sup>

FOUNDED  
**1997**

BRANCHES  
**4**  
COUNTRIES

RETAILERS  
PARTNER

**29**

RETAILERS  
OUTLET

**3,901**

IP TERRITORY

**16**  
COUNTRIES

INTELLECTUAL  
PROPERTY

**4**



# MILESTONES

From 1997 to 2022

1997

2007

Incorporated to import & distribute "Central Material Conveying System (CMCS) to local manufacturing plant



2012

2016



2018



2019

Export to Vietnam

Export to Thailand  
Obtained GMP / ISO certificate for toothbrush productions

2020

2021



Entering China Online Market:  
**JD**  
Entering China Offline Market: .....  
**BBG**  
Entering Taiwan Online Market:  
**Shopee Taiwan**

2022

**FAFC**  
**AMBASSADOR**

**BRAND**  
**2023**

**MY CHOICE**



**陈秀丽**

**FLORENCE TAN**

Asian Actress | Brand Ambassador

# SGS, ISO & GMP



# CLEAN ROOM

“

FAFC implements SGS standard **Clean Room** to manufacture toothbrushes

”





# PRODUCT FEATURES

 **100% NEW MATERIAL**

**FOOD-GRADE TPE MATERIAL**  
FROM KRAIBURG GERMANY



 **AMERICAN DUPONT & JAPAN TORAY BRISTLES**

**IP DESIGN & TOY FUN DESIGN**



 **3D GRIP DESIGN**

**SGS CERTIFICATION**

**SGS**

# **OUR PRODUCT**

**KIDS  
TOOTHBRUSH**



**Robocar Poli -  
Poli Figurine**

T-FG-POLI

9 555 884 800 082



**Robocar Poli -  
Amber Figurine**

T-FG-AMBER

9 555 884 800 105



**Robocar Poli -  
Roy Figurine**

T-FG-ROY

9 555 884 800 099



**Robocar Poli -  
Helly Figurine**

T-FG-HELLY

9 555 884 800 112

# FIGURINE SERIES



**Pororo -  
Pororo Figurine**

T-FG-PORORO

9 555 884 800 006



**Pororo -  
Loopy Figurine**

T-FG-LOOPY

9 555 884 800 020



**Super Wings -  
Jett Figurine**

T-FG-JETT

9 555 884 800 846



**Pororo -  
Petty Figurine**

T-FG-PETTY

9 555 884 800 013



**Pororo -  
Poby Figurine**

T-FG-POBY

9 555 884 800 037



**Super Wings -  
Dizzy Figurine**

T-FG-DIZZY

9 555 884 800 853

# FIGURINE FEATURES

Removable Toys



100% New Material



Produced from new material  
Without contamination of  
any recycled materials



0.127 mm diameter  
Tapered Filament from USA  
Gumline Cleaning Solution,  
Gently yet pressure-less  
brushing experience

Imprint Design



Colorful imprint design to  
attract your kids brushing



Cute & Attractive  
Easy to hold



**KRAIBURG TPE**  
Germany Grade  
Thermoplastic Elastomers



★ **NON-TOXIC PLASTIC** ★  
Safe for children and adult.



**Robocar Poli –  
Poli Figurine Twin Pack**

T-FG-POLI2

9 5 5 5 8 8 4 8 0 1 8 1 2



**Robocar Poli –  
Amber Figurine Twin Pack**

T-FG-AMBER2

9 5 5 5 8 8 4 8 0 1 8 2 9



**Pororo –  
Pororo Figurine Twin Pack**

T-FG-PORORO2

9 5 5 5 8 8 4 8 0 1 8 3 6

**NEW**

**FIGURINE  
SERIES**

**TWIN PACK**

# FIGURINE SERIES

GIFT SET



**Robocar Poli -  
4 in 1 Figurine Gift Set**

**T-FG-ROBO4**

9 5 5 5 8 8 4 8 0 0 6 4 8



**Robocar Poli -  
2 in 1 Figurine Gift Set**

**T-FG-ROBO2**

9 5 5 5 8 8 4 8 0 1 1 4 0



**Pororo -  
4 in 1 Figurine Gift Set**

**T-FG-PORO4**

9 5 5 5 8 8 4 8 0 0 6 5 5



**Pororo -  
2 in 1 Figurine Gift Set**

**T-FG-PORO2**

9 5 5 5 8 8 4 8 0 1 1 5 7

# HOOK FEATURES

Hook Design



Extra Soft Bristles



0.127 mm diameter  
Tapered Filament from USA  
Gumline Cleaning Solution,  
Gently yet pressure-less  
brushing experience

100% New Material



Produced from new material  
Without contamination of  
any recycled materials

Imprint Design



Colorful imprint design to  
attract your kids brushing

3D Grip Design



Cute & Attractive  
Easy to hold



**KRAIBURG TPE**  
Germany Grade  
Thermoplastic Elastomers



★ **NON-TOXIC PLASTIC** ★  
Safe for children and adult.



**Robocar Poli -  
Poli Hook**

T-HO-POLI  
9 5 5 5 8 8 4 8 0 0 1 7 4



**Robocar Poli -  
Amber Hook**

T-HO-AMBER  
9 5 5 5 8 8 4 8 0 0 1 8 1



**Robocar Poli -  
Roy Hook**

T-HO-ROY  
9 5 5 5 8 8 4 8 0 0 1 9 8



**Robocar Poli -  
Helly Hook**

T-HO-HELLY  
9 5 5 5 8 8 4 8 0 0 2 0 4



**Pororo -  
Pororo Hook**

T-HO-PORORO  
9 5 5 5 8 8 4 8 0 0 2 1 1



**Pororo -  
Loopy Hook**

T-HO-LOOPY  
9 5 5 5 8 8 4 8 0 0 2 3 5



**Pororo -  
Petty Hook**

T-HO-PETTY  
9 5 5 5 8 8 4 8 0 0 2 2 8



**Pororo -  
Poby Hook**

T-HO-POBY  
9 5 5 5 8 8 4 8 0 0 2 4 2



**NEW**

**Robocar Poli -  
Hook 3S Pack**

T-HO-POLI3  
9 5 5 5 8 8 4 8 0 2 2 9 1



# HOOK SERIES





**Robocar Poli -  
Poli Hook Travel Set**

T-HO-TVPOL

9 5 5 5 8 8 4 8 0 0 7 8 5



**HOOK  
SERIES**

**TRAVEL SET**



**Robocar Poli -  
Amber Hook Travel Set**

T-HO-TVAMB

9 5 5 5 8 8 4 8 0 0 7 9 2



**Pororo -  
Pororo Hook Travel Set**

T-HO-TVPOR

9 5 5 5 8 8 4 8 0 0 8 0 8



**Pororo -  
Loopy Hook Travel Set**

T-FG-ROBO2

9 5 5 5 8 8 4 8 0 0 8 1 5



**Robocar Poli -  
Hook Premium Set**

T-HO-PRERB

9 5 5 5 8 8 4 8 0 0 8 2 2



**Pororo -  
Hook Premium Set**

T-HO-PREPO

9 5 5 5 8 8 4 8 0 0 8 3 9

# SUCTION FEATURES

100% New Material



Produced from new material  
Without contamination of  
any recycled materials

Extra Soft Bristles



0.127 mm diameter  
Tapered Filament from USA  
Gumline Cleaning Solution,  
Gently yet pressure-less  
brushing experience

Character Emboss



Suction Cup  
Design



3D Grip Design



Cute & Attractive  
Easy to hold



FOOD SAFE

**KRAIBURG TPE**

Germany Grade  
Thermoplastic Elastomers



★ **NON-TOXIC PLASTIC** ★  
Safe for children and adult.

# SUCTION SERIES



**Robocar Poli -  
Poli Amber Suction**

**T-SC-RBPA**

9 5 5 5 8 8 4 8 0 0 1 2 9



**Robocar Poli -  
Helly Roy Suction**

**T-SC-RBHR**

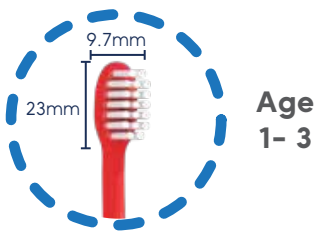
9 5 5 5 8 8 4 8 0 0 1 4 3

# SHRINK SLEEVE FEATURES

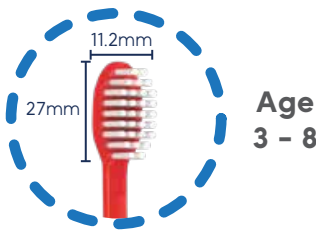


0.127 mm diameter  
Tapered Filament from USA  
Gumline Cleaning Solution,  
Gently yet pressure-less  
brushing experience

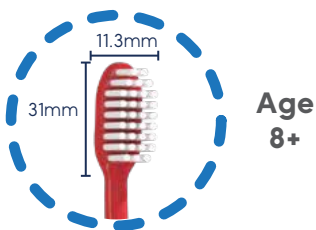
## Suitable for Different Age Range



Age  
1 - 3



Age  
3 - 8



Age  
8+



Produced from new material  
Without contamination of  
any recycled materials



Unique & attractive design with  
Japan advanced sleeve technology



**KRAIBURG TPE**  
Germany Grade  
Thermoplastic Elastomers



★ **NON-TOXIC PLASTIC** ★  
Safe for children and adult.



# SHRINK SLEEVE SERIES



**Super Wings -  
Shrink Sleeve**

T-SSM-SW

9 5 5 5 8 8 4 8 0 1 2 8 7



**Super Wings -  
Shrink Sleeve  
(Age 1 - 3)**

T-SS-SW1

9 5 5 5 8 8 4 8 0 0 4 6 4



**Super Wings -  
Shrink Sleeve  
(Age 3- 8)**

T-SS-SW2

9 5 5 5 8 8 4 8 0 0 4 7 1



**Super Wings -  
Shrink Sleeve  
(Age 8+)**

T-SS-SW3

9 5 5 5 8 8 4 8 0 0 4 8 8

# **OUR PRODUCT**

**ADULT  
TOOTHBRUSH**

# CHARCOAL SUCTION



## JAPAN MADE

Anti-bacterial filaments



Produced from new material  
Without contamination of  
any recycled materials



0% black pigment

Suction Cup  
Design



★ **NON-TOXIC PLASTIC** ★  
Safe for children and adult.

# YOUNG ADULT SERIES



**FAFC -  
ATF ANTIBACTERIAL SUCTION  
TOOTHBRUSH 1S**

**T-CHARSUC-ATF**

**9 5 5 5 8 8 4 8 0 1 3 4 8**



**FAFC -  
ATF ANTIBACTERIAL SUCTION  
TOOTHBRUSH 4S**

**T-AD-COMPACT3**

**9 5 5 5 8 8 4 8 0 1 3 5 5**



# BLOSSOM FEATURES



**Toray/Dupont**  
High Grade PBT Bristles

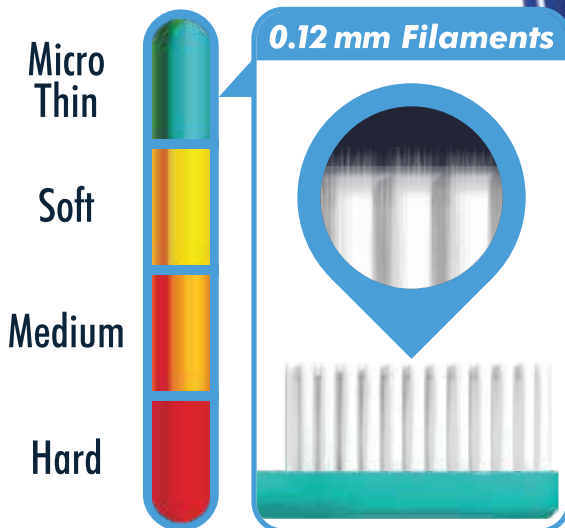


**Extra Soft Bristles**

0.01 mm slim tip  
0.12 mm diameter



MicroThin filaments  
0.127mm diameter



★ **NON-TOXIC PLASTIC** ★  
Safe for children and adult.

# ADULT BLOSSOM SERIES



**FAFC Adult Blossom**

**T-AD-BLOSSOM1**

9 5 5 5 8 8 4 8 0 0 8 8 4

4 colors available:



**FAFC Adult Blossom -  
3S Value Pack**

**T-AD-BLOSSOM3**

9 5 5 5 8 8 4 8 0 0 8 9 1

# COMPACT FEATURES



## JAPAN MADE

High Grade PBT Bristles



## Extra Soft Bristles

0.01 mm slim tip  
0.12 mm diameter



High density bristles  
head design



MicroThin filaments  
0.127mm diameter



★ **NON-TOXIC PLASTIC** ★  
Safe for children and adult.

# ADULT COMPACT SERIES



**FAFC Adult Compact**

**T-AD-COMPACT**

9 5 5 5 8 8 4 8 0 1 1 2 6

9 colors available:



**FAFC Adult Compact  
3S Value Pack**

**T-AD-COMPACT3**

9 5 5 5 8 8 4 8 0 1 1 3 3

# COMPACT CHARCOAL FEATURES

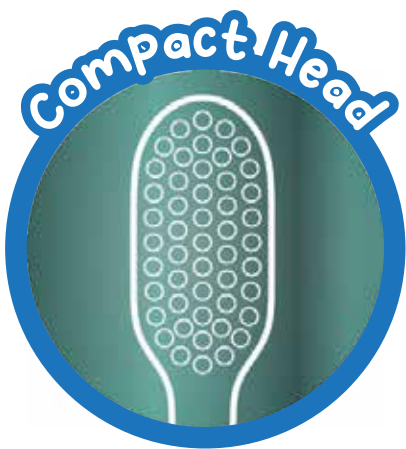


## JAPAN MADE

Anti-bacterial filaments



0% black pigment



High density bristles head design



MicroThin filaments  
0.127mm diameter



★NON-TOXIC PLASTIC★  
Safe for children and adult.

# ADULT COMPACT SERIES

**NEW**



**FAFC Adult -  
Charcoal Compact  
Buy 2 Free 1**

T-AD-COMPCHAR3  
9 5 5 5 8 8 4 8 0 1 6 9 0



**FAFC Adult -  
Charcoal Compact  
Buy 3 Free 2**

T-AD-COMPCHAR5  
9 5 5 5 8 8 4 8 0 1 6 2 1



**FAFC Adult -  
Compact  
Buy 2 Free 1**

T-AD-NEWCOMPACT3  
9 5 5 5 8 8 4 8 0 2 3 0 7



**FAFC Adult -  
Compact  
Buy 3 Free 2**

T-AD-NEWCOMPACT5  
9 5 5 5 8 8 4 8 0 1 8 7 4

# SUCTION CHARCOAL FEATURES



## JAPAN MADE

Anti-bacterial filaments



Food grade and medical grade standards



Clean and upright storage



0% black pigment



★NON-TOXIC PLASTIC★  
Safe for children and adult.

# ADULT SUCTION SERIES



**FAFC Adult -  
Charcoal Suction**

**T-AD-CHARSUC**

**9 5 5 5 8 8 4 8 0 0 9 4 5**

9 colors available:



**FAFC Adult -  
Charcoal Suction 3S Pack**

**T-AD-SC3**

**9 5 5 5 8 8 4 8 0 0 9 7 6**



# ADULT COMPACT SERIES

**NEW**



**FAFC Adult -  
Charcoal Suction  
Buy 2 Free 1**

**T-AD-CHARSUC3**

**9 5 5 5 8 8 4 8 0 1 7 0 6**



**FAFC Adult -  
Charcoal Suction  
Buy 3 Free 2**

**T-AD-CHARSUC5**

**9 5 5 5 8 8 4 8 0 1 6 3 8**



# GLOBAL BUSINESS PARTNERS

CUSTOMERS

## Chain Pharmacies



## Supermarket / Hypermarket chain



## Department Store



## Toy Stores



## Convenience Store



# MARKETING ACTIVITIES



Mascot Appearance at Shopping mall, retailers outlet, concierge and supermarket.

# MARKETING ACTIVITIES



Lucky Draw and wheel spinner event with attractive free gifts during school holiday.

# MARKETING ACTIVITIES



Local & International Expo

# MARKETING MECHANIC & PROMOTION



## GIFT WITH PURCHASE



## GIVEAWAY ACTIVITIES IN SOCIAL MEDIA



# MARKETING MECHANIC & PROMOTION



MARKETING  
INFLUENCERS



# RETAILER DISPLAY



watsons



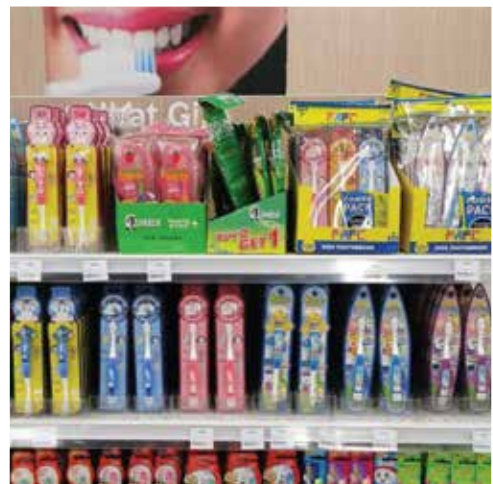
guardian



AEON



Wellness



Lotus's



# RETAILER DISPLAY



# RETAILER DISPLAY



**Toys R Us**



**POPULAR**



**Kiddy Palace**  
Your Children's Department Store

YEAR 2019

Canton Fair



YEAR 2021

CIIE - ShangHai



EXPO & EXHIBITION

YEAR 2018 · 2019 · 2021



Thailand Retail, Food & Hospitality Services

China-Asean Expo (CAEXPO)



Children Baby Maternity Expo (CBME)

# FACTORY & PRODUCTION

“

In the 2016, MLG Manufacturing Sdn Bhd has expanded its business and venture into manufacturing of toothbrush. The plant is located in a light Industry lot in Johor, Malaysia. Land area of 22,000 sqft with a 1<sup>1/2</sup> storey detached factory premise building.

”



# EXPORT SHIPMENT LOGISTIC



# CSR PROGRAM







 @fafcglobal

 @fafcglobal

 @fafcglobal

 @fafcglobal

 +6019 2699 666

 mengsoon@hotmail.com

 fafc.sg

## **FACTORY**

**MLG MANUFACTURING SDN BHD**  
No.87, Jalan I-Park 1/9, Kawasan  
Perindustrian I-Park, Bandar Indahpura  
81000 Kulai, Johor, Malaysia

## **LICENSING AGENT**

**MLG ENTERTAINMENT SDN BHD**

## **MALAYSIA DISTRIBUTOR**

**QQ RESOURCES SDN BHD**

## **SINGAPORE DISTRIBUTOR**

**FAFC (SINGAPORE) PTE LTD**

## **CHINA DISTRIBUTOR**

**FAFC (SHANGHAI) TRADING CO. LTD**