



# Company Introduction

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회사소개

# About us

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The good way to take care of our kids is thinking at their point of view and understanding. The good products for the kids are also 'comfortable', 'careful' and 'pretty'.

The main value is providing safe products to kids and comfortable products to their parents. We develop the most competitive products and provide customer-oriented products and services. Also, we apply them to real mothers and children, thereby maximizing its strengths and minimizing shortcomings. We are always struggling to provide high-quality products to save safety and health for our kids. That's why we only handle safe products that are certified.

Nowadays, both parents work. They are running out of time because they are compatible with work and childcare. We understand their situation thoughtfully, communicate with these customers continuously, consult products and even the overall parts of the child care and try to develop the product at their point of view. We also struggle to help their care and provide practical solutions.



# Vision and Mission

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Trust  
신뢰

Provide only trustworthy  
and high-quality products



Child-friendly  
어린이 친화적

Provide certificated safe  
products  
with the love of the children



Communication  
소통

Communication  
with customers  
is always important

# CI (Cooperative Identity)



YW simplified 'you wish' and means 'everything you wish'

The logo is created based on typography. Simple and modern shape is impressive. The main font of Korean is Gmarket sans and English is Montserrat.

< Different version >



## 연혁 및 성과

# History

2018

- Established YW COMPANY

2019

- Launched brand 'babyplanet'



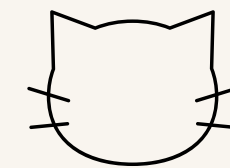
- Started to sell 'potty training pants'
- Started to sell 'baby toilet'

2020

- Started to sell 'potty training reward stickers'
- Started to sell 'baby step stool'

2021

- Started to sell 'baby toilet slipper'
- Launch silicone brand 'Minette'



minette

# Brands



**BABY PLANET**

'BabyPlanet' means the world of our children. The brand 'BabyPlanet' is dedicated to make and sell various products to help children's potty training. Also there are different kinds of products.

The main products are potty training pants, baby toilet and reward stickers. The others are baby step stool, toilet slipper and etc.



minette

'Minette' make silicone baby products.

The main products is baby bib. We are planning to increase the number of silicone products like food tray, set of spoon and etc.

# Main Products

1



## Potty training pants

'Potty training pants' is functional panty that can be used as a middle between diaper and general panty, helping succeed in potty training.

It has been loved with various designs and pretty colors.

2



## Potty training reward stickers

This is an educational sticker that can be used with toilet training.

If used with toilet training panties or toilets, toilet training effect can be maximized.

3



## Babt step stool

It's a two-stage tread that you can use in a bathroom or living room when the child can't reach a high place.

It is made of a wide size with a nonslip function that prevents water from getting stuck in it.

4



## Baby toilet

It's a toilet for babies who are loved for its cute color and design. It is made small so that children can sit on the toilet and train.



파트너사

# Partnership

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Online

**NAVER**

**coupang**

  
**BABOSARANG**  
기분 좋은 상상에너지

  
**market**

**11**

 **INTERPARK**

**AUCTION.**

Offline

