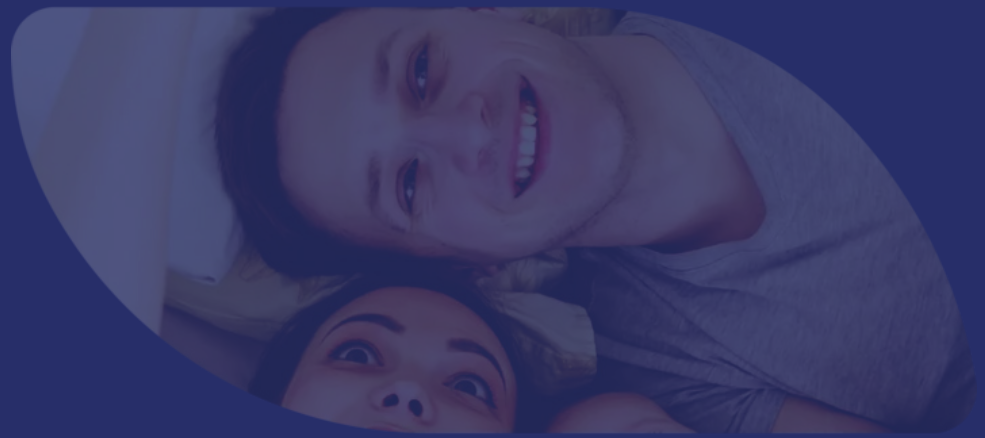
Daily
Solutions
for Families

www.DSFproducts.com









CORPORATE STRUCTURE

Daily **Solutions** for Families

Two Companies. One Purpose.

Improve How People Live

CE NORTH AMERICA
Consumer Goods

Everyday Living Made Better

DSF PRODUCTS
Consumer Products

Daily Solutions for Families

OPERATING MODEL

Daily **Solutions** for Families

CE NORTH AMERICA
(Home Appliance Company)

DSF PRODUCTS
(Consumer Goods Company)

Vertical Specialization Model

- Dedicated Catergory Focus
- Product Development
- Manufacturing Partnerships
- Retail Strategy

Shared corporate infrastructure

Finance | Compliance | Governance | Strategy

Daily
Solutions
for Families

SAME OWNERSHIP

TWO SPECIALIZED OPERATING UNITS

DISTINCT CATEGORIES

SINGLE OWNERSHIP STRUCTURE

STRUCTURE FOR LONG-TERM RETAIL PARTNERSHIPS

WHO WE ARE

Daily **Solutions** for Families

DSF Products is a retail-driven product development and manufacturing company ***with over 15 years of experience.***

We were built to respond to the real needs of retailers, ***delivering competitive, scalable, and compliant solutions*** across essential consumer categories.

15+

Years of Retail Experience

DSF
Daily Solutions for Families

DSF is a consumer products company focused on developing, manufacturing, and supplying everyday household and family essentials through private-label programs and owned brands.

Our Mission

To deliver trusted quality, exceptional value, and innovative solutions that simplify everyday life for families around the world.

DSF supplies the products families use every day.

OUR BUSINESS MODEL

Daily **Solutions** for Families

Private Label Programs

Owned & Operated Brands

Retail - First Thinking

OUR BRANDS

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niva

CleanKleen™



Cleannissimo and NIVA are DSF-owned brands developed, manufactured, and scaled internally. They represent our ability to build brands that compete on performance, value, and consistency in demanding retail environments.

CATEGORIES WE SERVE

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DISH CARE



LAUNDRY CARE



HOME CARE



PAPER PRODUCTS

FORMULATION & PERFORMANCE

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We develop in-house formulations and benchmark leading national brands.

Leading Brand or better **DSF Solutions**

- Equal or superior performance
- Compared to leading brands
- Optimized for retail margins and target pricing

DISH CATEGORY

Liquid Detergents & Dishwasher Pacs

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LIQUID DISH DETERGENT



Platinum



Ultra Strength



Ultra Original



Free & Clear

DISHWASHER PACS



Ultra Strength Plus



Ultra Strength



Ultra Original



Free & Clear

FROM CONCEPT TO SHELF

Daily **Solutions** for Families

End-to-end execution built for retail speed and operational scale:

1. **Retail Brief & Target Cost**
   Alignment on positioning, pricing, and margin objectives
2. **Testing & Compliance**
   Regulatory clearance and quality assurance protocols
3. **Benchmarking vs Leading Brands**
   Performance validation against national competitors
4. **Delivery to Distribution Centers**
   DDP logistics directly to retailer DC network
5. **Formula & Packaging Development**
   In-house formulation with retail-optimized packaging design

MANUFACTURING

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DUAL MANUFACTURING STRATEGY

LOGISTICS & DISTRIBUTION

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OPERATING MODEL

- EXW
- DDP
- FOB



DSF DISTRIBUTION CENTERS

- Oregon
- California
- New Mexico
- Texas
- New Jersey
- Ohio
- Tennessee
- Florida



MARKETS SERVED

- USA + Canada
- Puerto Rico + Caribbean
- Mexico + LATAM

QUALITY & COMPLIANCE

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Category-Specific Certifications



Retail QA Standards



Regulatory Compliance



Third-Party Testing

Quality and compliance are embedded across every DSF program

WHY RETAILERS CHOOSE DSF

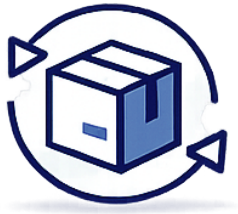
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Retail -First Mindset



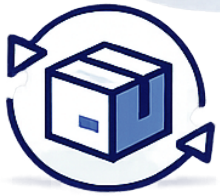
Speed to Market



Scalable DDP Operations



In-House Formulation & Benchmarking



Dual Manufacturing Security



Multi-Category Expertise

A trusted partner for high-volume retail programs.

DISHWASHING LIQUID CAPABILITIES

DUAL MANUFACTURING

Daily **Solutions** for Families

TWO COUNTRIES, ONE COMMITMENT: **EXCELLENCE**



COLOMBIA

LOCAL STRENGTH,
GLOBAL STANDARDS



TÜRKIYE

STRATEGIC MANUFACTURING
EXCELLENCE

ADVANCED MANUFACTURING

State-of-the-art-facilities and modern technologies.

- **4 Automatic filling lines**
- **2 Shifts per day**
- **6 Working days per week**

QUALITY ASSURANCE

Efficient processes, continous improvement.

OPERATIONAL EXCELLENCE

Production capacity:
50 containers **40'HQ** per month.

Production availability:
25 containers **40'HQ** per month.

SCALABILITY & FLEXIBILITY

Agile and scalable to meet customer needs:

Can handle various packaging formats and product specifications in terms of formulas.

LOCAL EXPERTISE

Strong teams, deep expertise, shared values.

DISHWASHER PACS CAPABILITIES

DUAL MANUFACTURING

Daily **Solutions** for Families

THREE COUNTRIES, ONE COMMITMENT: **EXCELLENCE**



SPAIN

EUROPEAN MANUFACTURING
GLOBAL PRODUCTION SUPPORT



CHINA

ADVANCED MANUFACTURING
HIGH-CAPACITY PRODUCTION



UNITED STATES

NORTH AMERICAN OPERATIONS
CUSTOMER & MARKET SUPPORT

ADVANCED MANUFACTURING

State-of-the-art-facilities and modern technologies.

- **6 Automatic Machines**
- **2 Shifts per day**
- **6 Working days per week**

QUALITY ASSURANCE

Efficient processes, continous improvement.

OPERATIONAL EXCELLENCE

Production capacity:
72 containers **40'HQ** per month.

Production availability:
36 containers **40'HQ** per month.

SCALABILITY & FLEXIBILITY

Agile and scalable to meet customer needs:

Can handle various packaging formats and pac designs.

LOCAL EXPERTISE

Strong teams, deep expertise, shared values.

Built for Retail

Designed to **Scale**

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