

Cloversoft[®] x @denxel.axel

To elevate your well-being & home
while providing unique choices of quality,
safe, sustainable & modern products.



✻ Cloversoft® the soft & gentle feeling

Cloversoft wet wipes & tissues are made of 100% unbleached pure bamboo pulp, a **safer sustainable choice** for our customers.

Safety and Quality is our top priority. Our tissues & cleaning products are all made with **plant-based gentle formulation** as well.

Why choose Cloversoft?



Cloversoft® the reliability and trustworthiness



Why choose Cloversoft?



As a trusted brand from Singapore, we worked with **Prestige International Brands** to reach global audience



In Indonesia we have both **Online & Offline Channel Distribution**



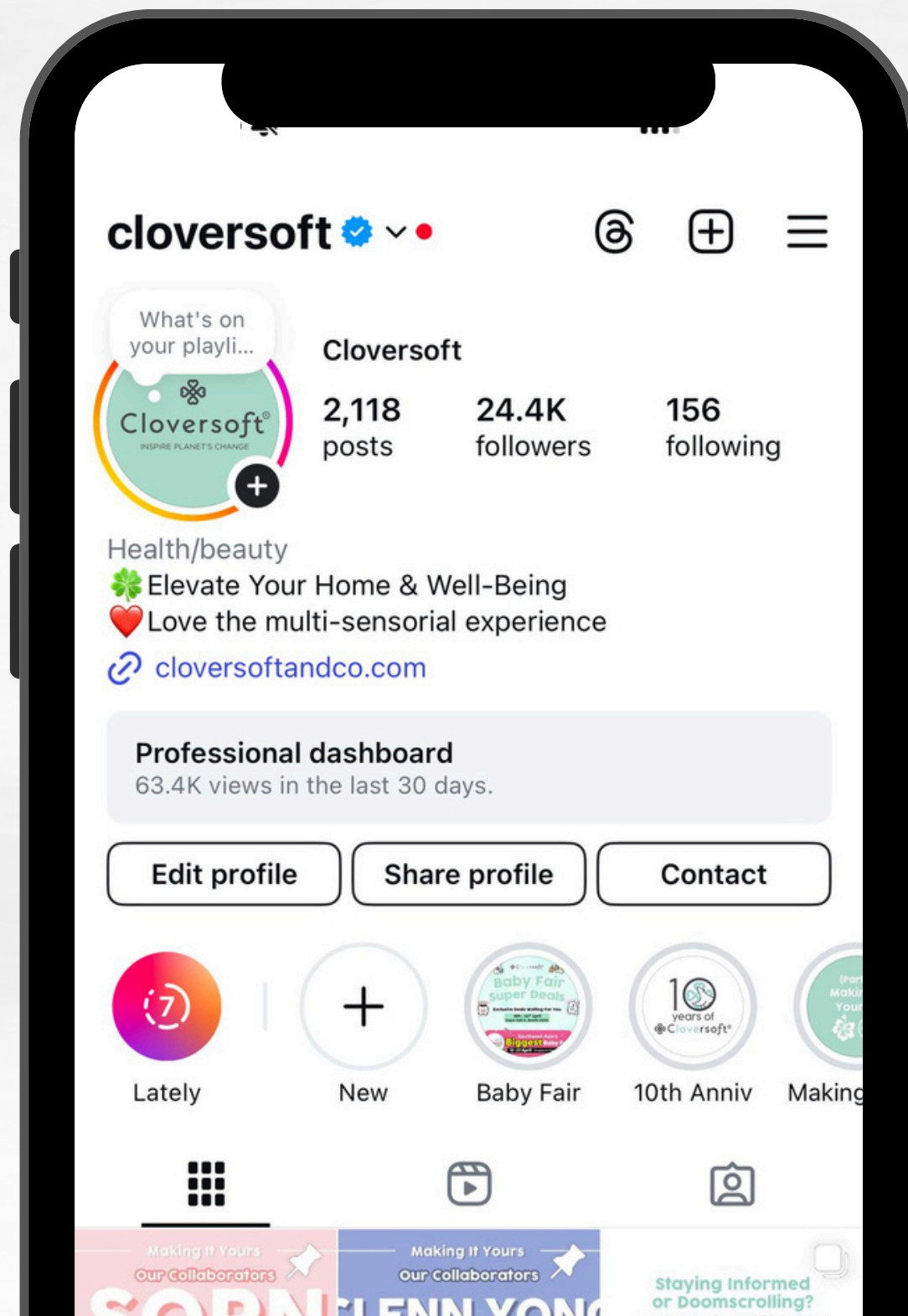
Exponential Growth of Middle Class Family converting to Cloversoft

Our Social Media Presence

@cloversoft



24.4K
followers



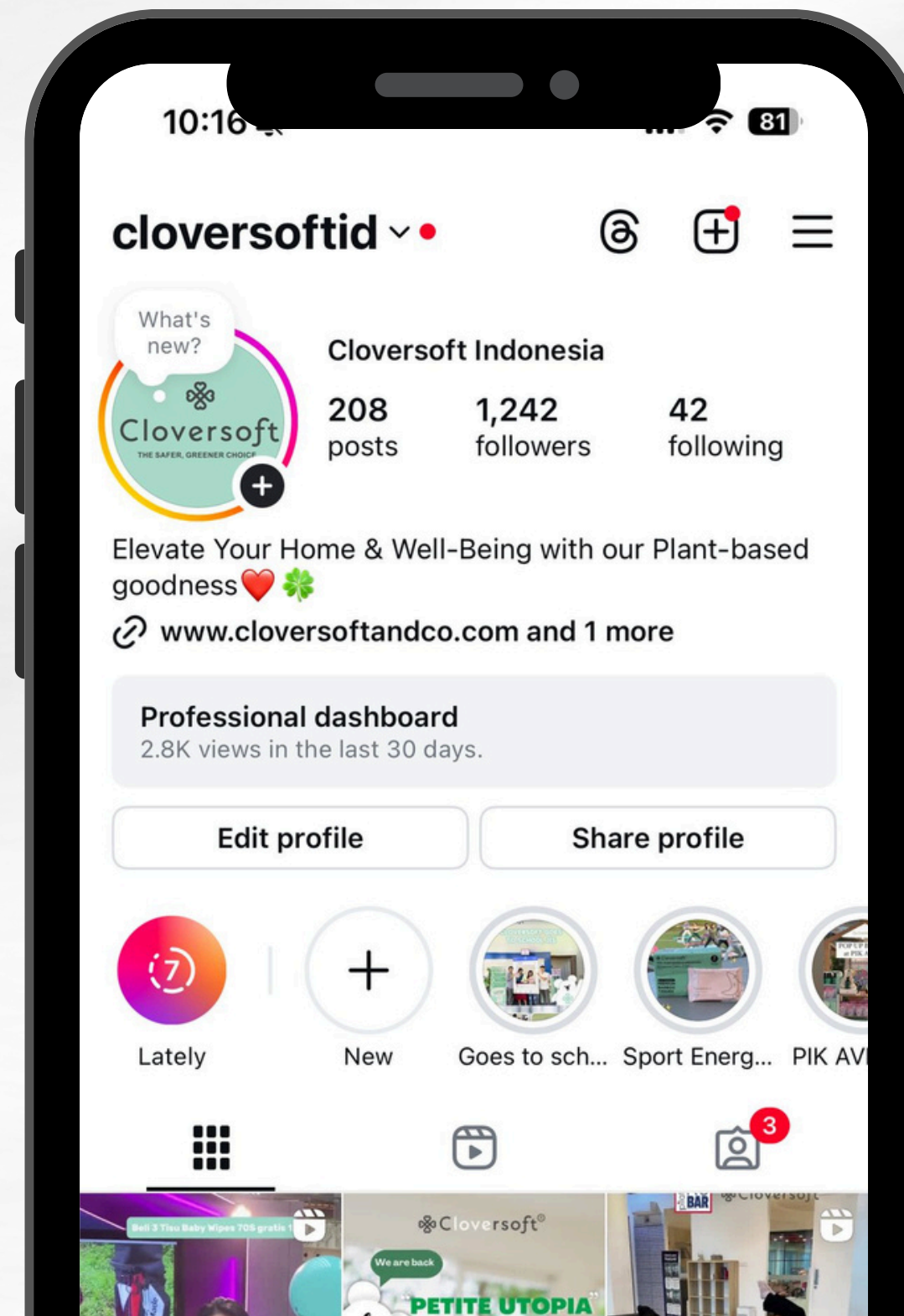
10:16
cloversoftid



@cloversoftid



1.2K
followers





Our Products To Focus



**Unbleached Bamboo
Pure Water Baby Wipes**



**Unbleached Bamboo
Antibacterial Wipes**



Plant-Based Laundry Pods



collaboration opportunity

Denxel & Axel x Cloversoft





Online Giveaway

Requirements to participate in the giveaway:

1. Follow @cloversoftid & @denxel.axel
2. Comment why you want to win and tag 3 friends
3. Repost the story on IG and tag both accounts

Proposed Prize (Cloversoft):

3 winners - each receive a Cloversoft products set

To discuss:

- If this mechanics is workable for Denxel & Axel?
- To have this in a lifestyle reel format or separate posting format depending on what works better for @denxel.axel audience
- Suitable timeline for giveaway in early May 2025?





IG Collaborative Reel

Cloversoft to provide products for Denxel & Axel:

- Baby Wipes
- Antibacterial Wipes
- Laundry Pods
- Kitchen Hand Towel

In return for @denxel.axel to feature Cloversoft in a reel:

- A collaborative reel that features usage of Cloversoft wipes & laundry pods which are kids friendly!



Possible Timeline

**1st week May
(starting 5th)**

**2nd Week May
(starting 12th)**

**3rd Week May
(starting 19th)**

Proposal A:

IG Reel

Giveaway Post

Proposal B:

IG Reel (including Giveaway)

Thank You!

