

Share moments, make memories!

ENG



Table Set has the power to unite people, share moments and make affective memories for a lifetime.

Mesa Posta tem o poder de unir pessoas, compartilhar momentos e criar memórias afetivas por toda vida

Decoración de Mesas tiene el poder de unir a las personas, compartir momentos y crear recuerdos afectivos para toda la vida.





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The dining table market, unlike many others, managed to circumvent the crisis of the COVID19 pandemic, as many people started to look at the home with more care and affection.

Due to the global situation, the longing to receive and serve people came to the fore and this aroused in many people the desire to understand more about this universe of creating creative and pleasant environments.

Because of this, the market only grows and because it is niche, it can profit in several ways: supply its products, provide consulting or set up a company specialized in professionalizing the sector.

TABLE SET MARKET



ABOUT US

We're Maison Charlô, a Brazilian brand from the Sautlink Group. 6 years ago in the digital retail market in the Table Set Market. We were one of the first online stores in our country and integrating what was beginning to emerge at the time, the marketplace hubs, we took advantage of the favorable atmosphere and expanded our sales channels to more than 15 marketplaces in 4 years. And we conquered a presence throughout the national territory.

Our company is led by the sisters Karen and Karol, our structure is practically formed by women from many faces of modern life, sometimes professionals, sometimes mothers, sometimes grandparents, sometimes students, sometimes daughters, sometimes with feminine souls. Well, all this stops to make our essence of being a brand sensitive to new ways of seeing the world in a responsible, sustainable and prosperous way, even in the face of all the adversities and changes that the world presents itself.

Since then, our company has gone through some strategic transitions in brand and product positioning, including, with regard to product placement at the POS, we believe that phygital is a reality for retail.

In 2022, we decided to take our biggest step so far and started a cross-border operation on Amazon, that is, selling products outside the country and several new challenges were faced, such as the development of new products, product adaptation, labels of products, tutorials, technical specifications for compliances, marketing strategy, and many other important variables for safe and transparent export for all involved. Despite all the logistical, operational and cultural obstacles, the US operation is a success.

In the same year we opened an office and a company LLC in Florida and also, we applied for registration of the brand at the USPTO – United States Patent and Trademark Office, which allows us to use the ™ in the logo, we have in our catalog +300 Skus assets, more than 1000 products sold in more than 45 American States and 3 continents of the Globe.

The product categories in which we operate are tabledecor and tableware. Tabledecor is exclusively destined to napkin rings, it represents 70% of our revenue and volume in the foreign market. It stands out in the US, Canadian, European, Arab and Asian markets. Napkin rings are handcrafted, providing social impact especially for women. Another point to highlight of this product line is its material, mostly made of fabric, which has a low impact on the environment.

And the tableware is made of fabric or natural fibers, exclusively made up of placemats, covers for round placemats (inner wood), sousplats and napkins, representing 30% of our sales in the foreign market.

We're ready to replicate in the 4 corners of the world, and continue with our essence of what TABLE SET is for our customers, which is the power to unite people, share moments and create affective memories for a lifetime.



PURPOSE

Cultivate, share relationships and make memories through the culture of the table set with innovation environmental and social impact, benefiting everyone fairly and stimulating a sustainable economy with a commitment to work for a better world.

MISSION

Let your meals unforgettable, charming, and get the best compliments from your guests with a well-set table.

VISION

We want to be synonymous with the worldwide expression of trust and credibility. A brand sensitive to new ways of seeing the world in a responsible, sustainable and prosperous way, even in the face of all the adversities and changes that the world presents itself.

IDEALIZERS

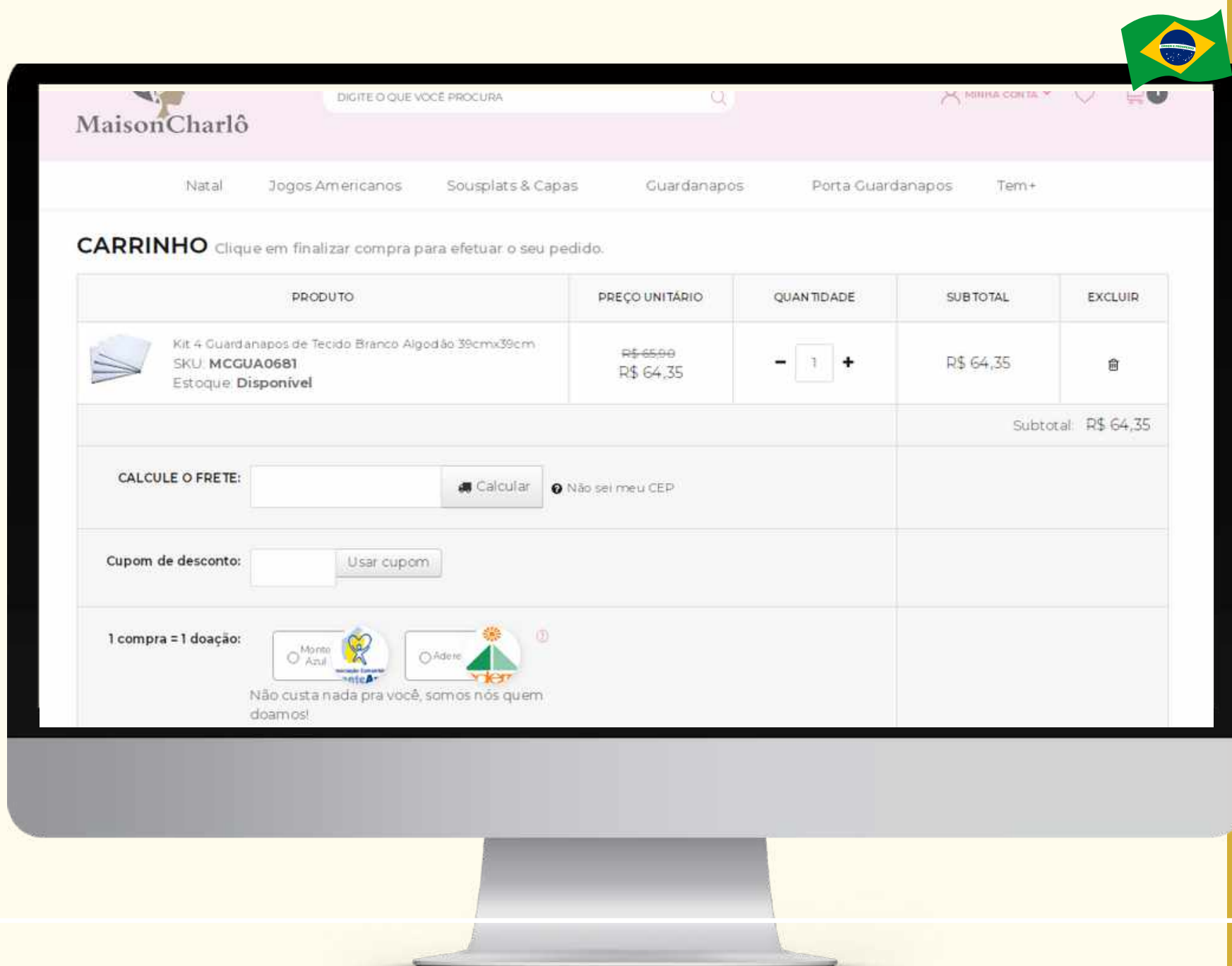
TWO SISTERS, A THOUGHT

Our values are everything we do. This is our watchword! We believe that this makes it almost a mantra. A lot is due to our parents, always present in the construction of our values as individuals, women, wives and mothers.



VALUES STATEMENT

We believe in the importance of relationships. The table is the best place to share the appreciation of peace, solidarity and life in all its manifestations. We are a company that practices innovation, integrity, diversity, responsibility and social impact.



YOU BUY
OUR
PRODUCTS
AND
CHOOSE
WHO WE
WILL
DONATE
TO

*Get to
know the
two social
impact
institutions*



OUR HISTORY

09

**2016 -
2017**

Planning and Launching of the Maison Charlô Store. INPI Trademark Registration. 50 Placemat SKUs.

2

2019

30% growth compared to the previous year. Integration with 10+ Marketplaces. +5 thousand customers served. + 500 active SKUs. Registration of Maison Charlô Brand INPI and National Library.

4

2021

+ 20 integrated Marketplaces, 52% growth compared to the previous year, + 7 thousand customers served, 35% repurchase, Presence throughout Brazil, +1 thousand Active SKUs. Inauguration of the headquarters in Moema/SP. Mentorship SEBRAE-SP

6

2023

Expansion of presence in the international market (USA, Europe, Asia and Middle East), repositioning of the Maison Charlô brand in Brazil. Launch of Maison Patricie.

7

2018

Integration with Marketplaces, Social Networks, + 100 SKUs. Presence in the Southeast and South. Infrastructure investment.

3

2020

Growth of 40% compared to the previous year. Presence throughout Brazil. FBA on Amazon. #SOUDEALGODÃO Certificate. Inclusion of the POLÉN Program.

5

2022

Entry into the international market with 300 SKUs with FBA Amazon USA. Opening of Maison Charlô LLC in the USA, trademark registration at the USPTO. Development of new products and headquarters in Florida/USA.

OUR DIFFERENCES

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BRAND

Maison Charlô is a trademark at the INPI and granted as a registered trademark in 2018.



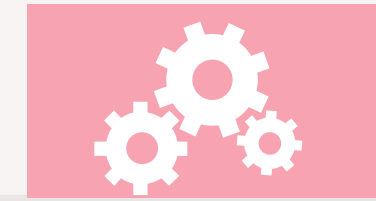
ECO BRAND

Products whose raw materials are natural fibers, cotton or mixed fabric, reforestation wood.



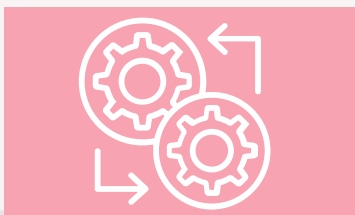
QUALITY

Standardization of processes that ensure product quality from purchases to delivery to customers.



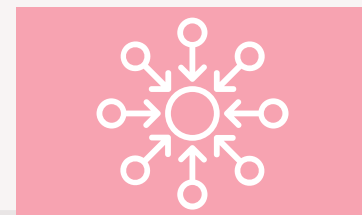
AUTOMATION

Every end of the business is automated with APIs for better management and decision making.



INTEGRATION

Integrated routines between different sites and applications for better business management. There are 20+ built-in plugins.



MULTI CHANNEL

Our strategy of being where your consumer is. Through digital, traditional channels.



DELIVERY

We have connection with the main carriers with daily pick ups on store.



CHATBOT

Customer service through artificial intelligence chatbot integrated into the official store.



ACTIVITY CELLS

GLOBAL SALES MARKET

amazon



NEW SALES AREAS

Europe (UK, Spain and Germany)

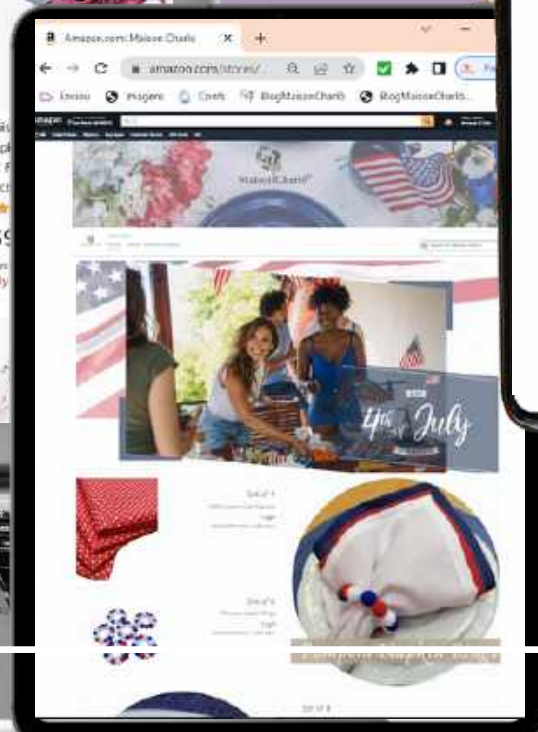
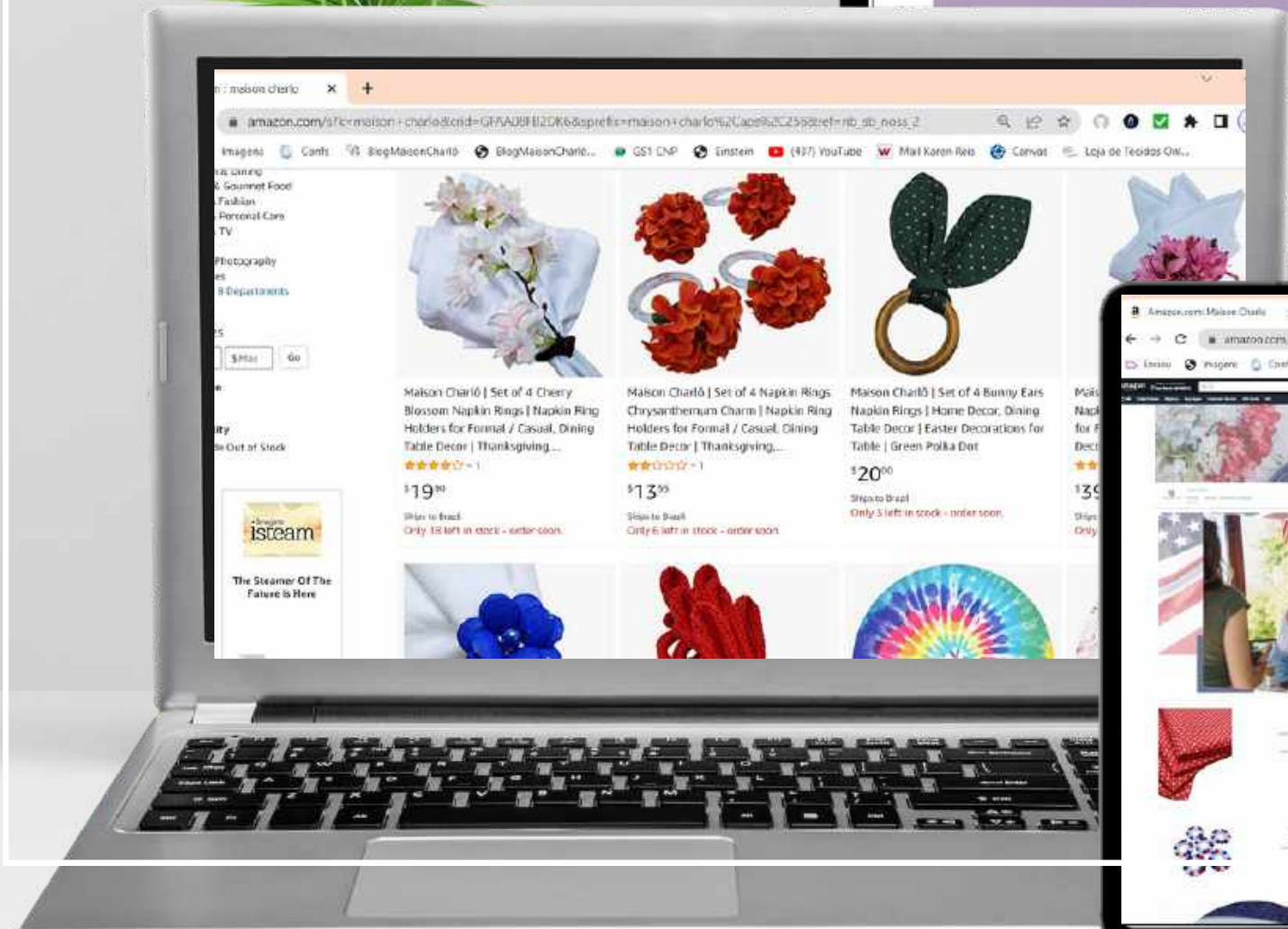
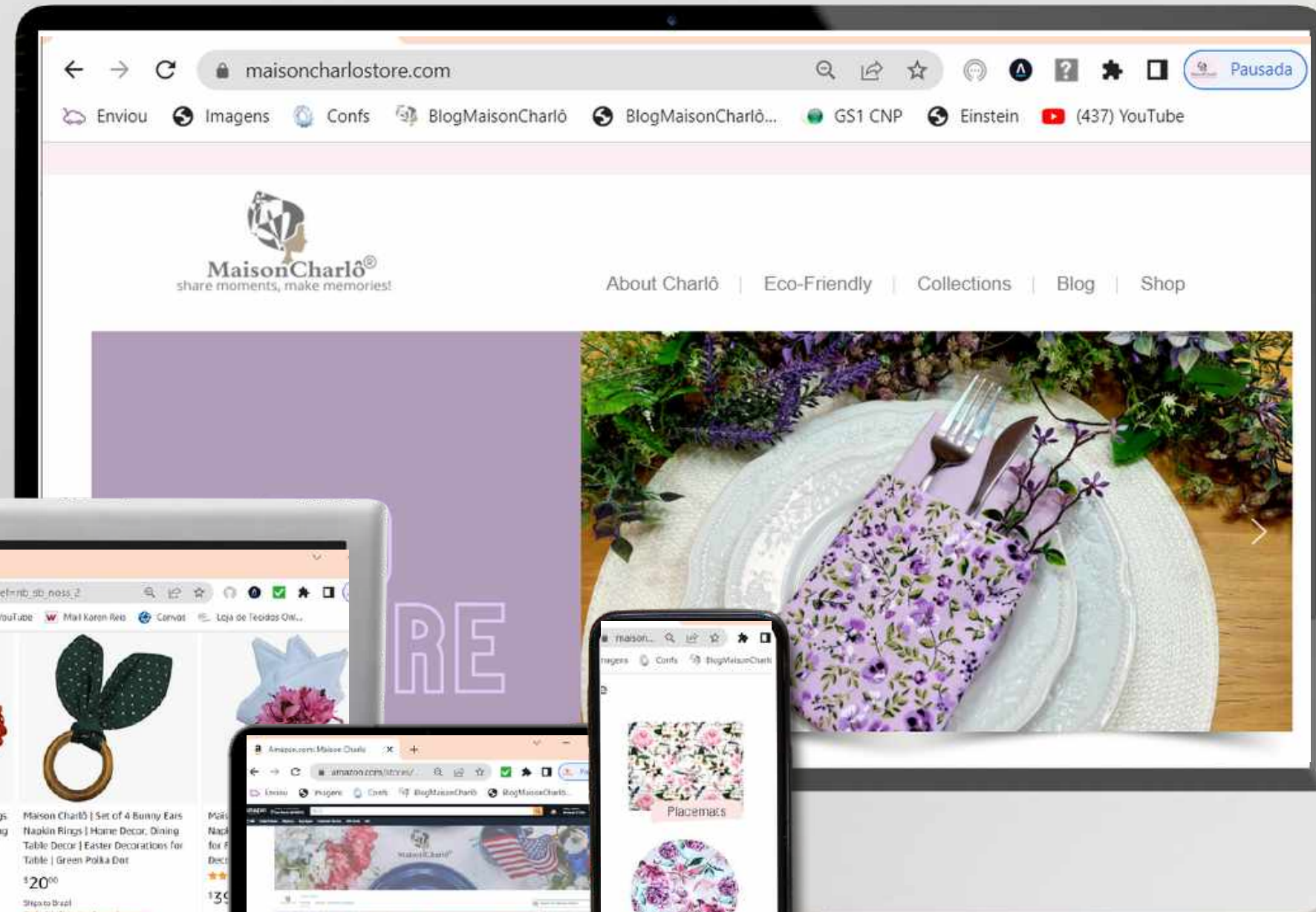
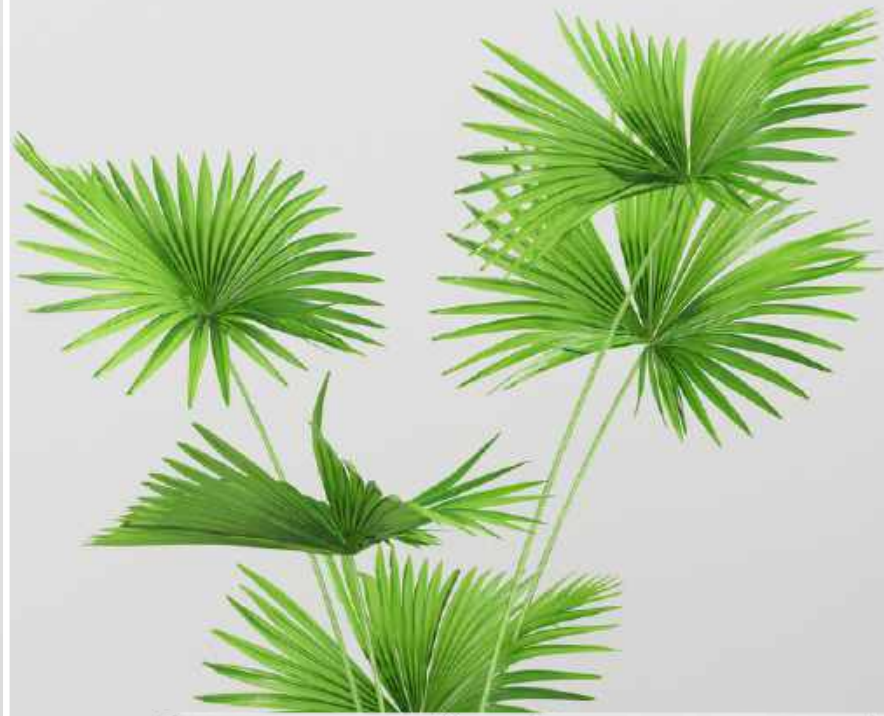
Middle East (United Arab Emirates, Saudi Arabia, Turkey)

Asia (China and India)



ACCESS MULTIPLATFORMS

15



www.maisoncharlostore.com

www.amazon.com/maisoncharlo





WHAT IS OUR STRONG POINT?

AND HOW DO WE TAKE
ADVANTAGE OF IT?



Maison Charlô was born in 2017 to awaken a collective conscience around responsible consumption.

COTTON IS A CONSCIOUS CHOICE!

It's breathable.
It's hypoallergenic.
It's soft!
It's anti-odor.
Fungi have no time.

*we are a
responsible
brand I'm
cotton*


**sou
uma marca
responsável**
sou de
algodão

PRODUCT CATEGORIES



CLOTH
NAPKINS



NAPKIN RINGS



PLACEMATS
ROUND AND
RECTANGULAR



COVERS
ROUND
PLACEMATS



We are a dining table brand complete with tableware and tabledecor products. Our products are of excellent quality and with a differentiated finish. Our line of products are pop, basic and celebration. Also are perfect for adding freshness and color to your beautiful table for any occasion. The product lines Ideal for indoor and outdoor events, banquets, summer parties, family gatherings and more, easy to match with a wide variety of dinner parties.



NAPKIN RINGS

BEST SELLERS - TOP 8



Maison Charlô | Set of 4 Sunflower Napkin Rings | Napkin Ring Holders for Formal / Casual, Dining Table Decor | Thanksgiving, Christmas, Party Decoration, Everyday Gatherings | Pearl

Visit the Maison Charlô Store
★★★★★ 1 rating

\$39⁹⁰

\$81.79 Shipping & Import Fees Deposit to Brazil Details

Color Pearl
Material Wood
Brand Maison Charlô
Style Sunflower
Item 6.29 x 6.69 x 5.9 inches
Dimensions LxWxH

About this item

- [ELEGANT AND SOPHISTICATED] Delicacy is the word for this napkin ring. They are handcrafted and uniquely designed. This product you can use in various dining occasions that require and elegance. Just use it as a dinner table accessory



Maison Charlô | Green Leaf Napkin Rings | Napkin Ring Holders for Formal / Casual, Dining Table Decor (Pack of 12)

Visit the Maison Charlô Store
★★★★★ 11 ratings

\$25²⁰

\$66.32 Shipping & Import Fees Deposit to Brazil Details

Size: **Pack of 12**

Pack of 4 \$5.10 Pack of 6 \$13.60 **Pack of 12 \$25.20**

Color Green
Material Plastic
Brand Maison Charlô
Style Park 12
Item 4.72 x 4.72 x 3.93 inches
Dimensions LxWxH

About this item

- [ELEGANT AND SOPHISTICATED] Green Leaf Napkin Rings Set of 12. Whether you're dining alfresco or setting a formal table for a dinner party, you'll bring the elegance of nature to your table with these Handmade Napkin Rings. Perfect for family gatherings, special occasions, or even a



Maison Charlô | Set of 4 Bunny Ears Napkin Rings | Home Decor, Dining Table Decor | Easter Decorations for Table | Baby Rose

Visit the Maison Charlô Store
★★★★★ 20 ratings

-19% \$10⁹⁹

List Price: \$44.44

\$55.10 Shipping & Import Fees Deposit to Brazil Details

Style: Baby Rose
Color Rose
Material Wood
Brand Maison Charlô
Style Baby Rose
Item 5.51 x 3.34 x 5.11 inches
Dimensions LxWxH

About this item

- [ABOUT THE PRODUCT] Set of 4 bunny ears napkin rings for Easter celebration is very charming. The simple and the charming are mixed. It's versatile, practical and best of all, it



Maison Charlô | Set of 4 Lilies Flower Napkin Rings | Table Set Dining Table Decor | Easter, Mother's Day, Spring Decor, Father's Day, Thanksgiving, Christmas, Wedding, Gatherings | Cream

Visit the Maison Charlô Store
★★★★★ 19 ratings

\$39⁹⁰

\$80.54 Shipping & Import Fees Deposit to Brazil Details

Join Prime to save \$15 on this item with coupon Terms

Style: **Buttercup**

Buttercup Flamingo Hot Pink Ice Blue
Ocher Pearl Red Royal Blue Vintage Rose
Vintage Salmon

Color Cream
Material Wood
Brand Maison Charlô
Style Buttercup
Item 6.3 x 5.91 x 5.51 inches
Dimensions LxWxH



Maison Charlô | Set of 4 Delicate Flower Napkin Rings | Napkin Ring Holders for Formal / Casual, Dining Table Decor | Thanksgiving, Christmas, Party Decoration, Everyday Gatherings | White

Visit the Maison Charlô Store
★★★★★ 11 ratings

\$13⁵²

\$54.39 Shipping & Import Fees Deposit to Brazil Details

Style: **White**

Beige Caramel Crepe Ice Pearl Lemon
Lilac Magenta Orange Pearl Red Royal
Turquoise **White**

Color White
Material Acrylic
Brand Maison Charlô
Style White
Item 1.97 x 1.18 x 1.97 inches
Dimensions LxWxH



Maison Charlô | Set of 10 Napkin Rings Chrysanthemum | Napkin Ring Holders for Formal / Casual, Dining Table Decor (Pack of 10)

Visit the Maison Charlô Store
★★★★★ 3 ratings

\$14¹⁰

\$53.68 Shipping & Import Fees Deposit to Brazil Details

Style: **Pack of 10**

Pack of 10 \$14.10 Pack of 20 \$21.60

Color White
Brand Maison Charlô
Style Pack of 10
Item 3.54 x 3.54 x 3.74 inches
Dimensions LxWxH
Shape Flower

About this item

- [SPECIFICATIONS] Kit 10 Napkin Holder Chrysanthemum Snow White, made of good quality fabric, measuring approx. 3.54 inches long, 3.54 inches wide, and 3.74 inches high. The



Maison Charlô | Set of 4 Cherry Blossom Napkin Rings | Napkin Ring Holders for Formal / Casual, Dining Table Decor | Thanksgiving, Christmas, Party Decoration, Everyday Gatherings | Baby Rose

Visit the Maison Charlô Store
★★★★★ 2 ratings

\$19¹⁰

\$58.09 Shipping & Import Fees Deposit to Brazil Details

Style: **Baby Rose**

Color Rose
Material Wood
Brand Maison Charlô
Style Baby Rose
Item 3.54 x 3.14 x 5.5 inches
Dimensions LxWxH

About this item

- [ELEGANT AND SOPHISTICATED] Delicacy is the word for this napkin ring. They are handcrafted and uniquely designed.



Maison Charlô | Set of 4 Napkin Rings Chrysanthemum Charm | Napkin Ring Holders for Formal / Casual, Dining Table Decor (Pastel Yellow)

Visit the Maison Charlô Store
★★★★★ 3 ratings

\$13⁶⁵

\$40.88 Shipping & Import Fees Deposit to Brazil Details

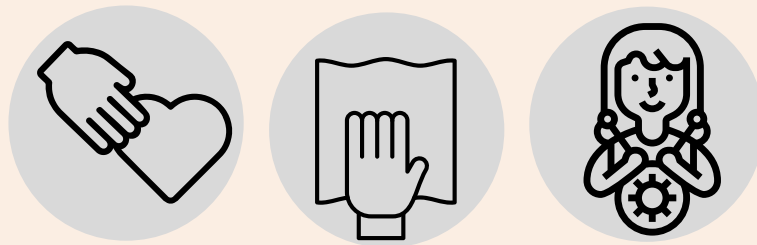
Style: **Pastel Yellow**

Duo Deep Duo Mix Yellow Duo Yellow
Light Pink Light Yellow Nude Off-White
Orange **Pastel Yellow** Pink Red
Sunshine Yellow

Color Orange
Material Wood
Brand Maison Charlô
Item 1.96 x 1.77 x 3.54 inches
Dimensions

NAPKIN RINGS

Delicacy is the word for this napkin ring. They are handcrafted and uniquely designed. This product you can use in various dining occasions that require and elegance. Just use it as a dinner table accessory and everything will look elegant and beautiful.



Sets with...

4 units OR 6 units OR 12 units OR 20 units

Vibrating table accessories that will certainly bring charm to your dining experience. Maison Charlô offers a variety of products for you to make your dining table look beautiful.

20 SKUs
Price US\$ 26.30 - US\$ 39.90



Celebration

52 SKUs
Price US\$ 13.50 - US\$ 22.80



Basic

45 SKUs
Price US\$ 9.90 - US\$ 12.80



POP

SET OF 4 LILIES FLOWER NAPKIN RINGS

PRODUCT PACKAGING

Our products are carefully packaged so that our customers have the best experience.



*Consumer Experience starting
at the Packaging*

23

Transparent acetate
box with product
information label



<https://www.amazon.com/dp/B07W6R679Y?th=1>



Napkin Ring
Perfect Size

At approx.
6,29" x4,72"x 5,51"
(16cmx12cmx14cm)
Flowers; and 1.77" /
4,5cm dia (ring).

release 2022-2023

BEAUTY AND HARMONY AT THE DINNER TABLE

MAISON CHARLÔ | SET OF 4 LILIES FLOWER NAPKIN RINGS NAPKIN HOLDER

*What our consumers
are saying about us*



Kelly Cristian Barbosa e Melo



Beautiful product.

Reviewed in Brazil on September 29, 2021

Style: Ice Blue | **Verified Purchase**

Beautiful product, with excellent finish. Customer service scores a thousand with the right to pampering.



Roziani



It arrived quickly

Reviewed in Brazil on February 4, 2021

Style: Crimson | **Verified Purchase**

Very well made product, with great visual stimulation

Roll over image to zoom in

3 VIDEOS

[Share](#)
Maison Charlô | Set of 4 Lilies Flower Napkin Rings | Table Set Dining Table Decor | Easter, Mother's Day, Spring Decor, Father's Day, Thanksgiving, Christmas, Wedding, Gatherings | Cream
[Visit the Maison charlô Store](#)
 19 ratings

\$39⁹⁰

\$80.54 Shipping & Import Fees Deposit to Brazil [Details](#)

[Join Prime](#) to save \$15 on this item with coupon [Terms](#)

Style: **Buttercup**

[Buttercup](#)
[Flamingo](#)
[Hot Pink](#)
[Ice Blue](#)

[Ocher](#)
[Pearl](#)
[Red](#)
[Royal Blue](#)
[Vintage Rose](#)

[Vintage Salmon](#)

Color	Cream
Material	Wood
Brand	Maison charlô
Style	Buttercup
Item Dimensions LxWxH	6.3 x 5.91 x 5.51 inches



Lucia Pires



Perfect size, perfect quality.

Reviewed in Brazil on May 30, 2021

Style: Crimson | **Verified Purchase**

I loved it. Perfect flower size. It is difficult to find in Brazil this size of flower and the quality of napkin holders. I loved it. congratulations.



Ronaldo Luzes



Evaluation of the buying and selling process and the quality of the product.

Reviewed in Brazil on January 6, 2022

Style: Crimson | **Verified Purchase**

The buying and selling process was very good, in addition to the quality of the product purchased.



MAISON CHARLÔ |
CHRYSANTHEMUM
CHARM

NAPKIN RINGS



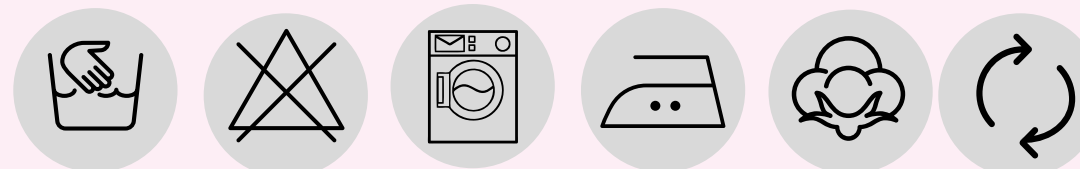
COTTON NAPKINS

These will certainly Bring charm to your dining experience. Made with 100% Cotton these multi-color dinner napkins are soft cloth napkins that adds vibrant colors and energy to your dining table. They are made of cotton with superior quality and a great finish.

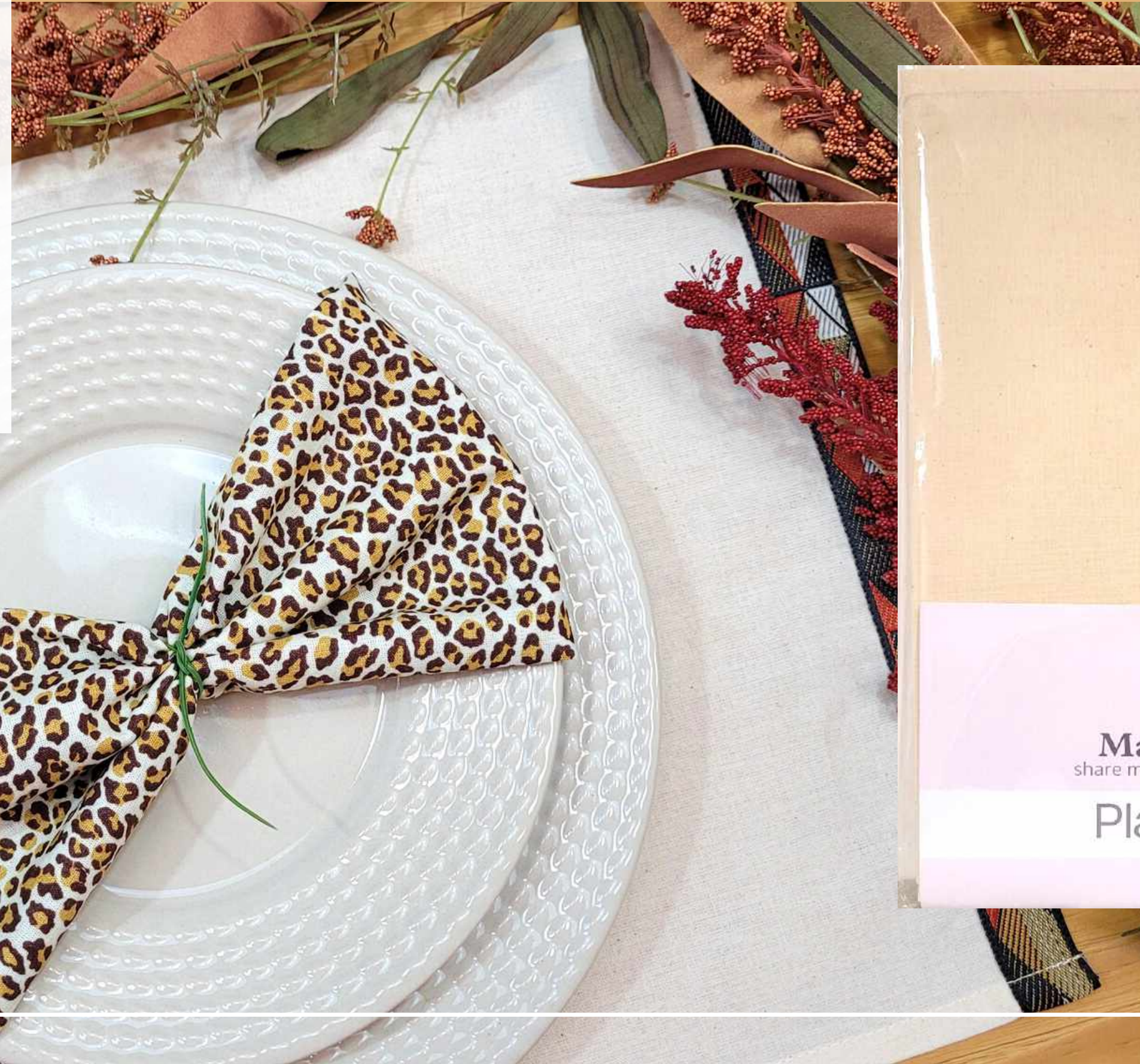
Set of 4 units

COTTON IS A CONSCIOUS CHOICE!

It's hydrophilic.
It's breathable.
It's hypoallergenic.
It's soft!
It's anti-odor.
Fungi have no time.






PLACEMATS | RUSTIC COTTON FABRIC



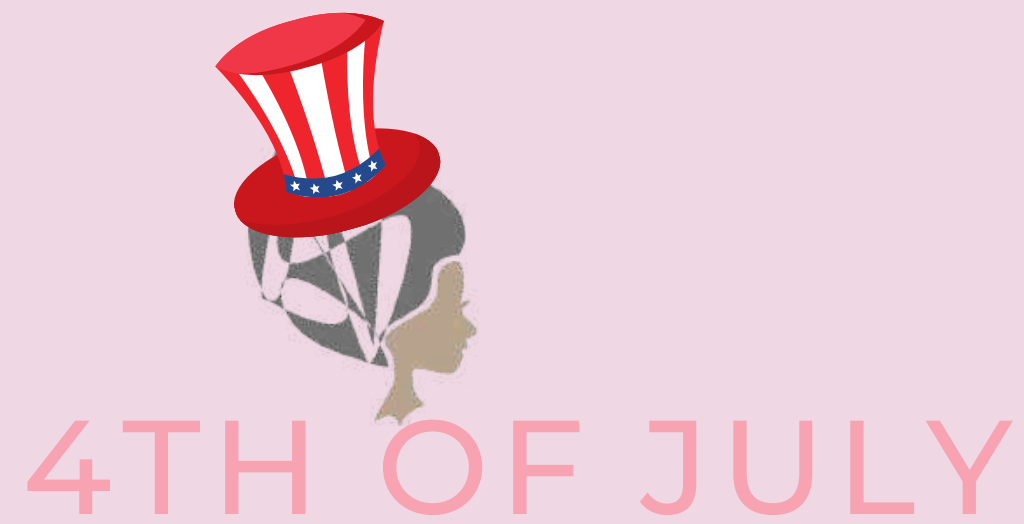
WATERPROOF PLACEMAT PREMIUM

This product was developed to facilitate the demand of conscious consumption, due to its composition of high quality polyester fabric with a waterproof layer, it doesn't allow fluids to penetrate the fabric, especially liquids, conserving the product and protecting against mold and the accumulation of mites. Just a damp cloth to clean.



	REDUCTION OF ELECTRICITY CONSUMPTION
	WATER CONSUMPTION REDUCTION
	CASH SAVINGS

CALENDAR CAMPAIGNS



COMPLETE DINING TABLE ITEMS

MERRY CHRISTMAS

31



CLOTH NAPKIN COTTON

100% Cotton Cloth
Napkin 15" by 15" set
of 4



NAPKIN HOLDER CELEBRATION

Lilies Flower Napkin
Rings Set of 4



PLACEMAT FINISHING LASER

Set of 4 Placemats
waterproof. This fabric
does not need to be
washed, use only a dry or
slightly damp cloth.

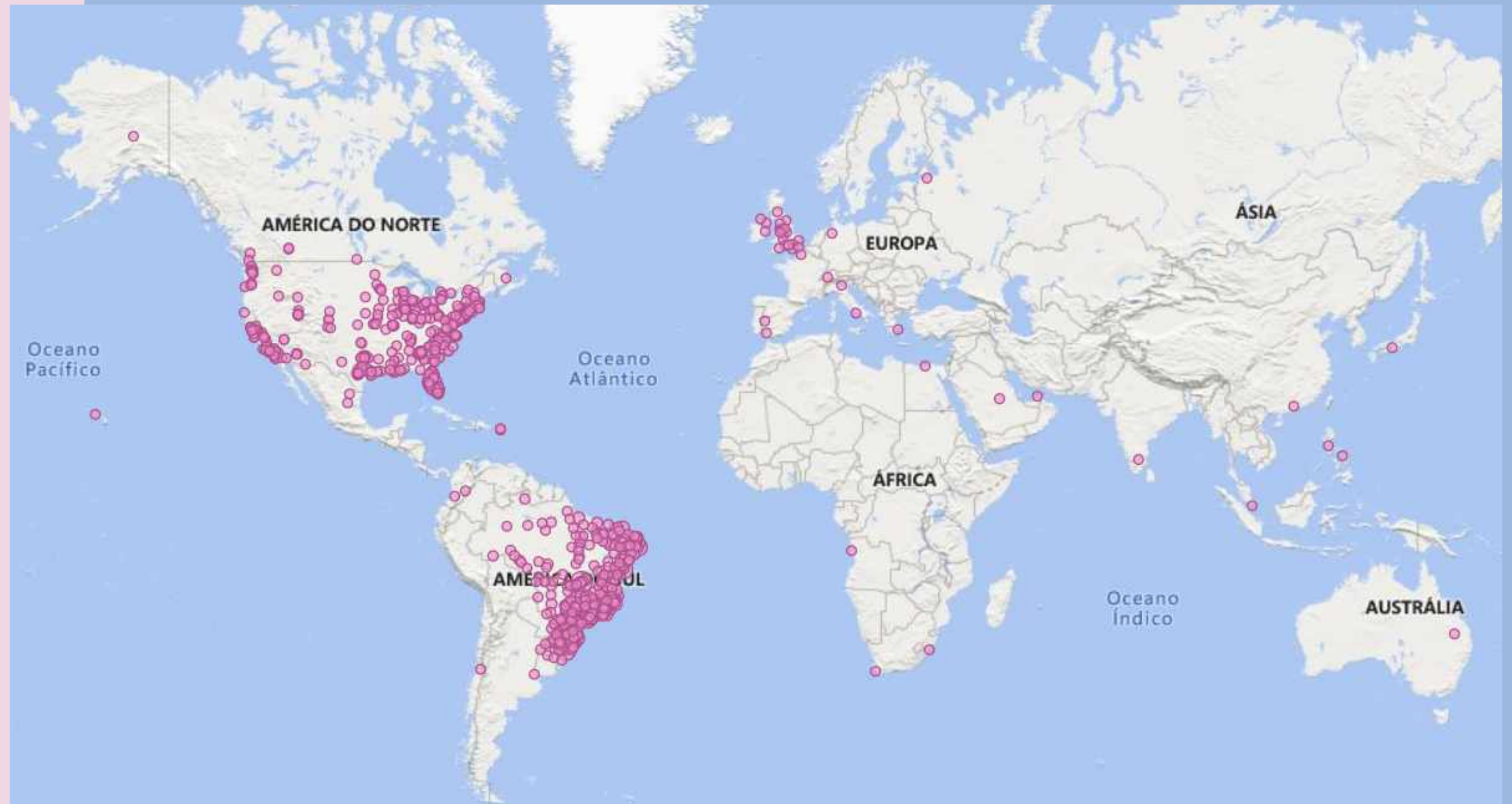


GLOBAL SALES MAP

SINCE 2017 MARKING A GLOBAL PRESENCE

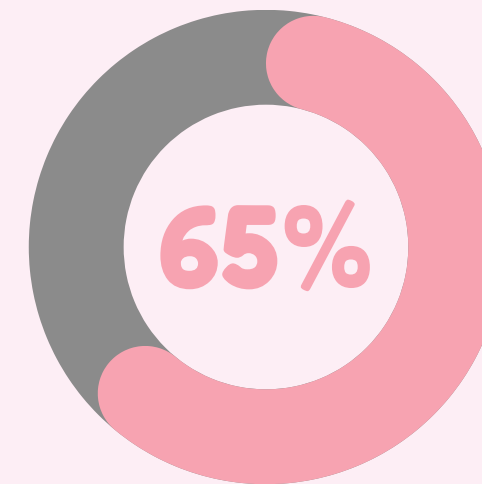
2017 - MARCH 2023

32

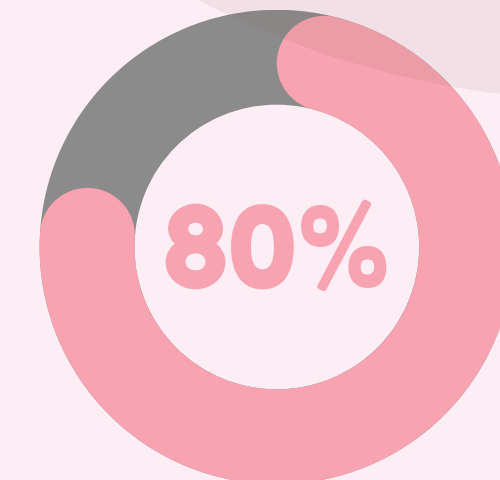


GERAL TARGET

People with an interest in home decoration and dining table decoration and also like to have guests at home. Most of the time they are women between 25 and 45 years old, but single men are also gaining prominence.

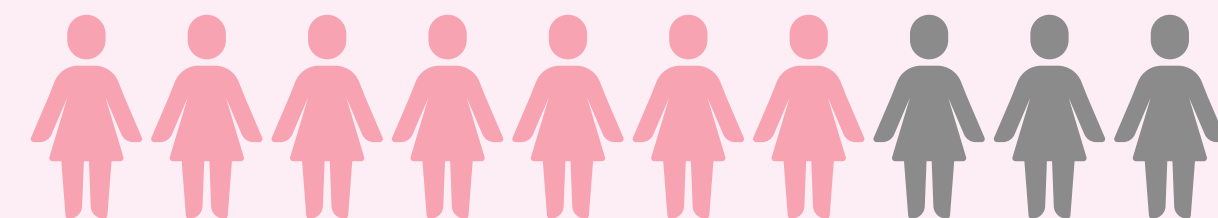


2022



2021

CONSUMERS



Of every 10 consumers, 7 are women.



TYPES OF TARGET

LIFESTYLE

CLUSTER 1

The person is passionate about the art of the table set. It does not take into account special dates. The important thing is to always leave the dining table wonderful.

EVENT ORGANIZER

CLUSTER 2

The thought should always be on making that moment special for friends and family.

DOUBLE INCOME, NO KIDS

CLUSTER 3

Couples where both are middle- or high-income and have no children. They decided not to have children because they prefer to enjoy their freedom.

FULL HOUSE ALWAYS

CLUSTER 4

They are people who really like to have a house full of guests. Everything is cause for celebration and always ends up on a dinner table.

SINGLE MINIMALIST

CLUSTER 5

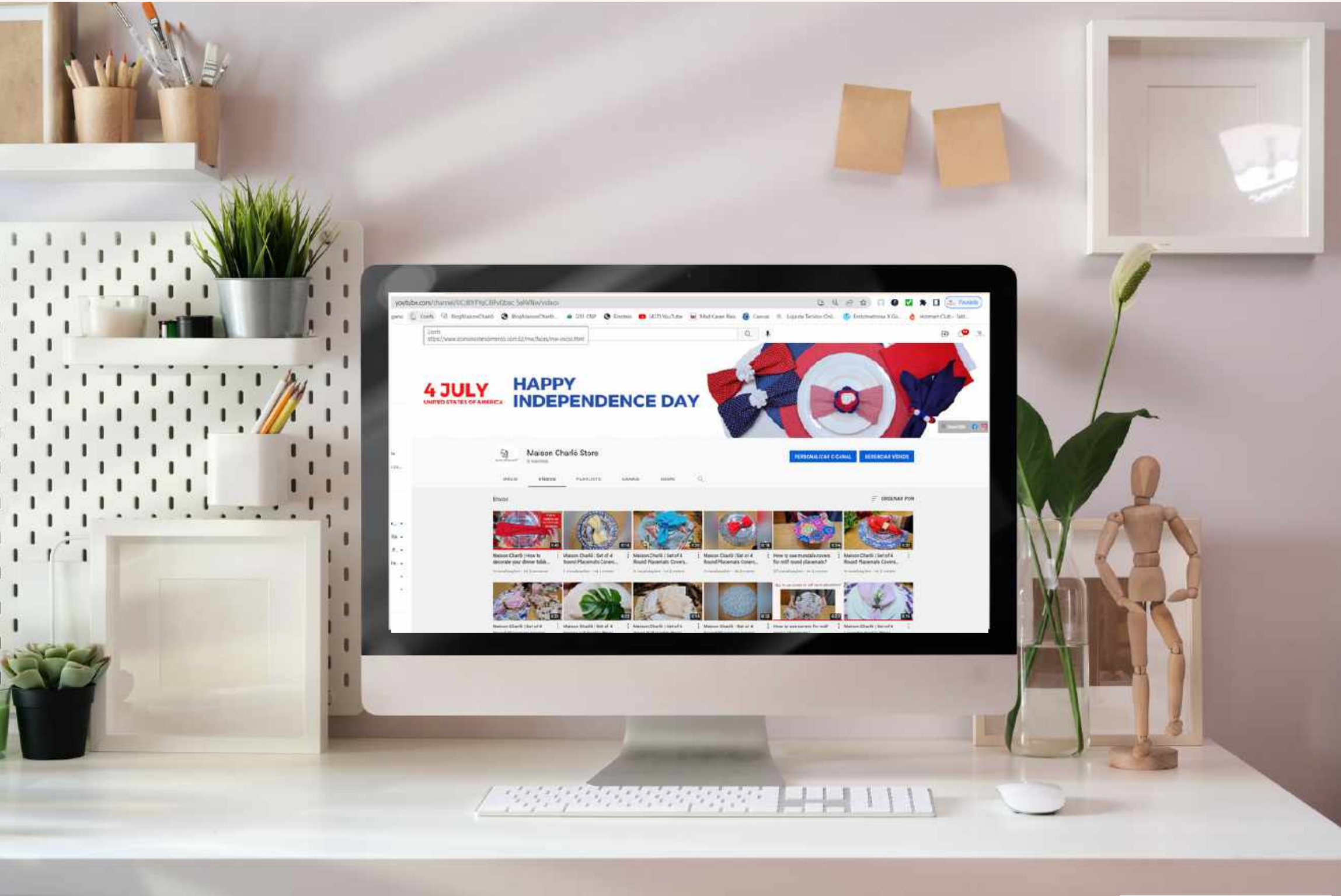
Less is more. Conscious consumption is everything for this lifestyle. Prefers higher quality products that have been made ethically.

CONSUMER SEASONAL

CLUSTER 6

These are people who consume only seasonal products at specific times of the year.

YOUTUBE CHANNEL



Maison Charlô | How to decorate your dinner table with christmas items



Maison Charlô | Set of 4 Green Leaf Napkin Rings



SOCIAL MEDIA

40



FACEBOOK
@MAISONCHARLO



YOUTUBE
@MAISONCHARLOSTORE



INSTAGRAM
@MAISONCHARLO
@MAISONCHARLOSTORE



TIKTOK
@MAISONCHARLO



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