

Competitor Comparison *highlighting key benefits & differences*



THE MEESH DROPS DIFFERENCE

Purposeful & Functional

Simple & Modern

Net dimensions are always correct

Wood rings on small hangers only

Banded packaging

Stylish beads

Plenty of color choices

Curated selection of top sellers

Designed in-house by Meesh!



MEESH DROPS OTHERS

COMPETITOR OFFERINGS

Appearance is too knotty/"Too Boho"

Net dimensions are off, too constrictive or too big

Wood rings will break

Hangers can get tangled up (no bands)

Dark beads are out of style

Most hangers do not have beads

Few color offerings

Low demand hanger styles

Direct imports without a U.S. designer

FEEDBACK FROM RETAILERS

Plant hanger market is stale and/or missing all together

No innovation in the wholesale market

Current offerings are direct imports without validating measurements

Same suppliers for last 15 years without fresh offerings

Retail store buyers are expressing their frustration with current offerings

Retail store buyers are thanking us for coming on the scene

