

COMPANY AND PRODUCT INTRODUCTION

2020

**monee**

More friendly, more safety

English

## Product line up

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Moneecap

Monee Milk Clip

Monee Silicone Bowl 150ml (Baby Bowl)

Monee Silicone Bowl 300ml ( Kids Bowl)

Monee Dinosaur Silicone Suction Bowl (350ml)

Monee Pea Pod Silicone Suction Food Plate

Monee Dinosaur Silicone Suction Food Plate & Dinosaur Food Storage Container

Monee Carrot Spoon & Fork

Monee Bear Silicone Spoon

Monee Cat Silicone Spoon Step1, 2

Monee Food Storage Cube Tray

Monee Ceramic Knife

Monee Ceramic Baby Food Cooking Set





Eco-friendly baby&kids products brand

**monee**

Monee is an eco-friendly baby&kids products brand made by Dad for three daughters to solve the inconvenience of common infant products with ideas based on the experience of child care.

**"Happy parenting for Mom and Dad"** is our motto.

We think that making parenting easier and more enjoyable can take more time with children and make children more pleasant and bright. By continuously developing practical products that considers the health of the child and the convenience of the parents, we will make efforts to become a world-class global company.

*Joon Huck Choi*

Joon Huck Choi  
CEO and Founder / Monee



## Brand Introduction



Monee Milk clip was published in the high school Art textbook approved by the Education office on August 31, 2017  
 The Milk clip was introduced as "Design for everyone to be easily accessible to everyone" and "Safe and easy to use product" which Monee want to seek.

## Company Certification



**KIBO** 기술보증기금

Certificate Of Venture Company



**DAEGU** | **대구광역시**  
DAEGU METROPOLITAN CITY

Certificate Of Pre-Star Company



**산업통상자원부**  
Ministry of Trade, Industry and Energy  
**kidp** 한국디자인진흥원  
KOREA INSTITUTE OF DESIGN PROMOTION

Certificate Of Prospective Design-Driven Company



**서울특별시**  
SEOUL METROPOLITAN GOVERNMENT

Certificate Of Hi-seoul Good Products Award



**조달청**  
Public Procurement Service

Certificate Of Venture Start-up Innovative Product

## Monee's Awards

### Awarded Prime Minister's Prize

Monee won the 2015 Superstar V  
Selected as the Best Start-up Company  
in Korea in 2015



### 2015 Superstar V

The competition, which started in 2007 as a Small & Medium Business venture start-up competition, has been named as a Superstar V for creative economy in 2015.

This competition, hosted by the Ministry of Science, ICT and Future Planning and Small & Medium Business Administration, is the largest and most authoritative Start-up contest in Korea.

In 2015, a total of 5,057 teams from 88 qualifying leagues from across the country participated and 98 teams were selected for the finals.

Monee won the final title and was recognized as Korea's top start-up company in 2015.

## Monee's Awards



2015대한민국창업리그  
전국예선 창업진흥원장상



Grand Prize  
In SIIF 2014



Gold Medal  
In INPEX2014



Gold Prize  
In SIIF 2014



Specially Selected  
In Korea Design Exhibition

### \*SIIF 2014 (Seoul International Invention Fair)

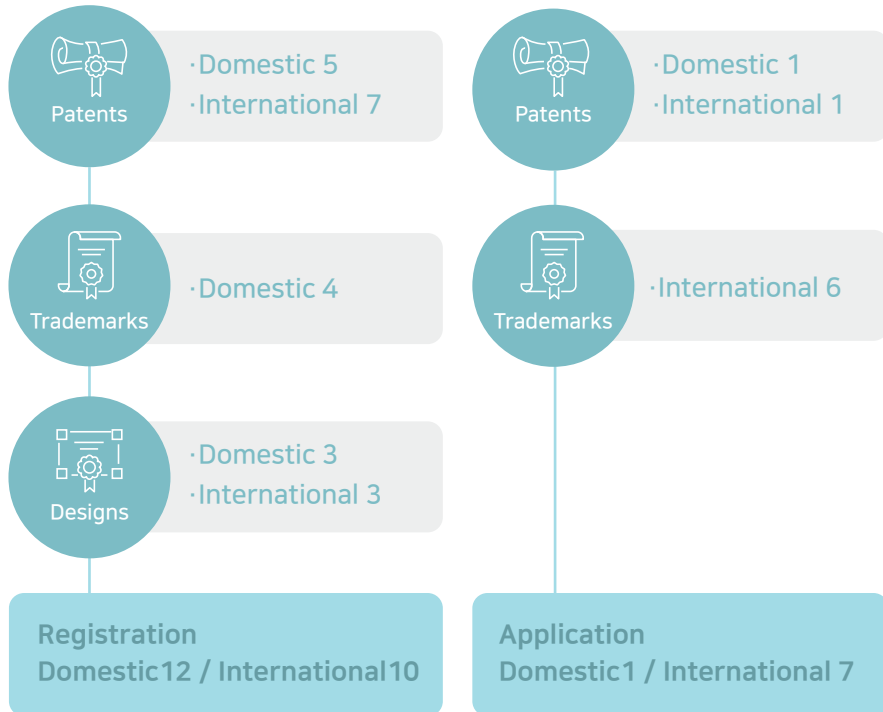
723 inventions from 34 countries and around 40,000 spectators came to visit.

### \*INPEX 2014 (Invention & New Product Exposition in Pittsburgh)

It is one of the world's biggest invention and new product exhibition in the U. S., along with the ones in Germany and Switzerland.

## Monee's Patent & Certification

### Intellectual property rights



### Certification



As of June 1, 2019

All products meets all applicable EU & USA rules and directives.



## Main Material

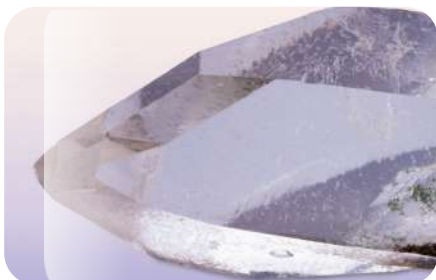
### Monee use only environmental and child-safe materials



#### Bio-Plastic

**BioPlastics** is a synthetic resin containing vegetable raw materials derived from sugar cane and is an **eco-friendly material** considering the global environment.

In addition, because it is a safe material that **does not detect substances harmful** to human body such as environmental hormones, it is possible to use hot water disinfection and microwave.



#### Platinum silicone

"**Silicone**" is made of silicon extracted **from sand**, and unlike rubber which is a mixture of chemical raw materials, it is a **chemically safe material** that is **inert** and does not react with most chemicals.

It is also a material that does not support microbial and bacterial growth and can minimize bacterial propagation. Among such silicones, Monee use **platinum- catalyzed premium silicone** used in infant nipples and medical syringes. It has more heat-resistant temperature range than ordinary silicone products, so it can sanitize, conveniently disinfect and sterilize in hot water.



#### Premium ceramic

**Ceramics baked at 1300°C** using **refined high-quality Korean** white soil have no growth of bacteria and fungi.

Environmental hormones are not detected even at high temperatures. The strength is so strong that it does not wear out compared to metal. It does not color and smell.

Also, because it is an inorganic material unlike iron cookware, it does not produce metal ions, which keep the food ingredients more fresh.

## Product 1. Moneecap

### Explanation

**Moneecap** is a spill-resistant and easy-drinking cap that is mounted directly on the beverage bottle. It prevents the beverage from spilling even if it falls over.

It not only prevents children from pouring out suddenly when they drink, but also helps children drink comfortably.

### Product color



Purple



Red

### What's included



Lid

PE



Pad & Hole cap

Silicone



Cap Main body

ABS



Dual adapter

ABS

### Accessory

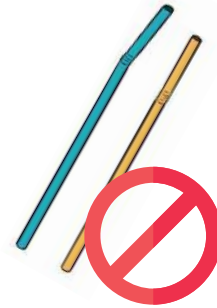


Special sized adapter  
(Sold separately)

ABS

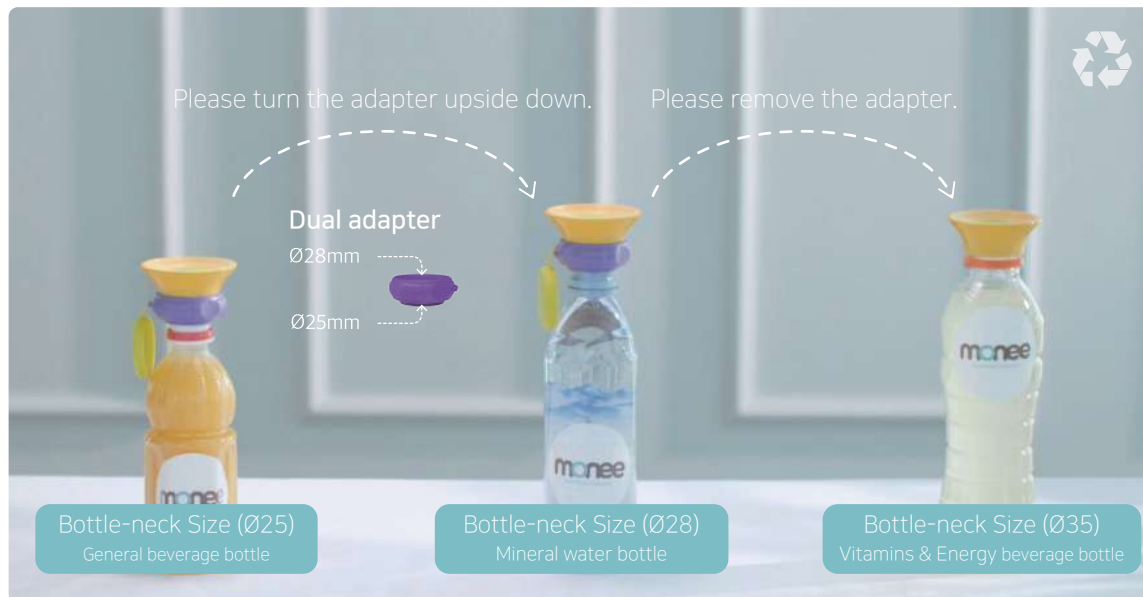
## Moneecap think of the Environment!

The use of plastic straws is short, but 500 years before they are completely disintegrated by nature. For the environment, Monee has created a semi-permanent straw that can be carried anywhere.



## How to use

Moneecap is compatible with three standard bottle-neck sizes most commonly used in the world. Please mount only the main body of the Moneecap or use the dual adapter according to the bottle-neck size. Just turn it around like a lid and it will complete the installation. After mounting, put your mouth on the edge of the Moneecap and suck lightly as you use a cup.



## Moneecap's Advantages

### 1 It helps you to drink **hygienically** without spilling drinks.



1. The drink does not spill even if the child reverses the beverage bottle or accidentally knocks over the beverage bottle.



2. Even if you tilt the beverage bottle, the drink does not spill suddenly, so you can drink easily without shedding.



3. The drink that came in the mouth did not flow back to the bottle, so you can drink hygienically.

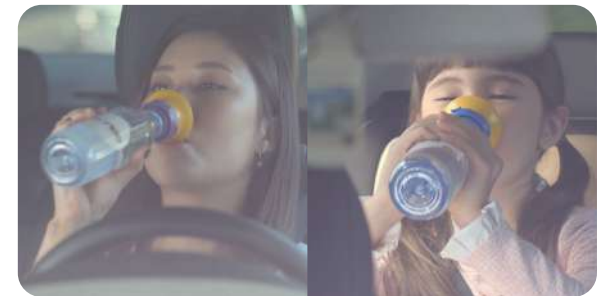
### 2 Moneecap is **useful** for both children and adults.



1. Easy to use even during exercise.



2. Can be used comfortably lying down.

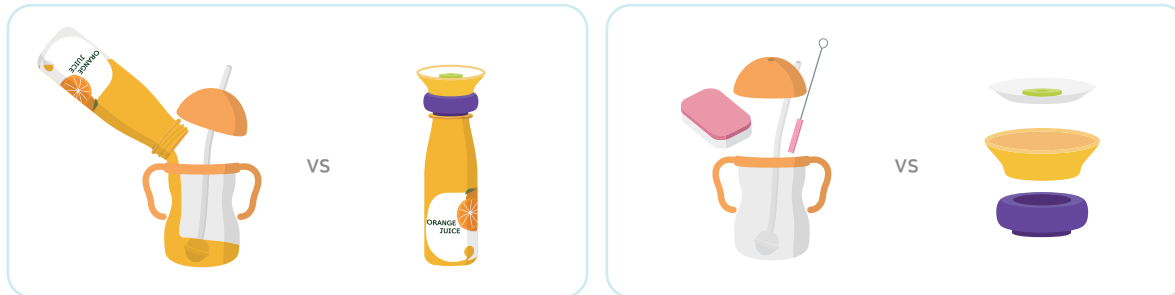


3. You can drink in a shaking car without spilling drinks.



## Moneecap's Advantages

### 3 Easy to **carry**, easy to **clean**.



1. Moneecap is a convenient spill-resistant cap which is installed directly on the beverage bottle without carrying the straw cup troublesomely.

2. It is easy to disassemble and easy to wash even without washing brush.

### 4 Moneecap is **safe** to use.



For the case of the **Pull-Push-Cap** on the top of children's drinks, accidents frequently occur. when playing with the cap, sometimes the valve is separated from the cap, creating the risk of swallowing by the child. Sometimes the skin of the child's mouth gets caught between the valve and cap, due to air pressure.

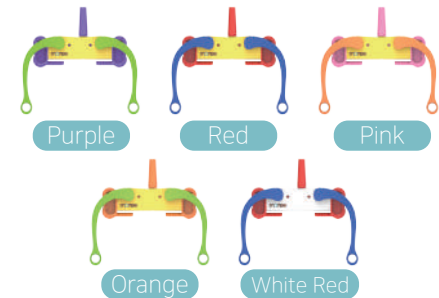
On the other hand, **Moneecap prevents such accidents** and is safe because it is the way of drinking through soft silicone pad.

## Product 2. Monee Milk clip

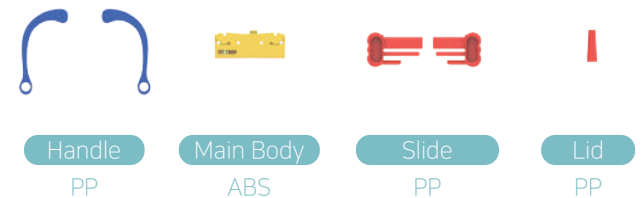
### Explanation

Monee Milk clip is mounted directly to the milk carton to prevent children from pulling out a straw. And it helps children grab the handle and drink a milk comfortably without spilling.

### Product color



### What's included



## Monee Milk clip's Advantages

### 1 No more playing with straw.



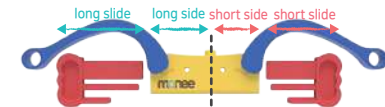
Milk clip hold straw and milk carton tightly to prevent children from pulling out the straw.

### 2 It gives children the sense of self-esteem that they can do it themselves.

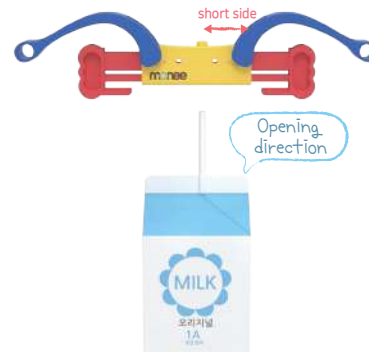


There is a handle, so children can drink comfortably by themselves. Please increase the self-esteem of the children who want to do it themselves.

## How to use



1. Please open the milk carton just enough to fit the straw, put the straw in it and close the milk pack again. (When you open a lot, the straw is loosely fixed.)



2. Before mounting the Milk clip, please check that a long slide is installed on the long side of the Milk clip based on the straw hole and a short slide is installed on the short side of Milk clip.



3. Please place the short side of the Milk clip to the opening direction of milk carton. Put the straw through the straw hole of the Milk clip and mount Milk clip to the milk carton.

4. Close both slides and lower the handle.

### Product 3.

## Monee Silicone Bowl 150ml (Baby bowl)

### Explanation

It is a silicone bowl with a capacity of **150ml** which is useful to feed baby foods and store food.

Baby bowl is consist of **Bowl, Lid and Handle**.

The **handle** is useful when you feed the baby food or the baby eats food by holding the bowl.

Also, when the handle is removed, space efficiency is good.



### Product color



Pink



Blue



Mint



Choco-purple



### What's included



Bowl  
Silicone



Lid  
Silicone



Handle  
PP



Sterilizer



Dishwasher



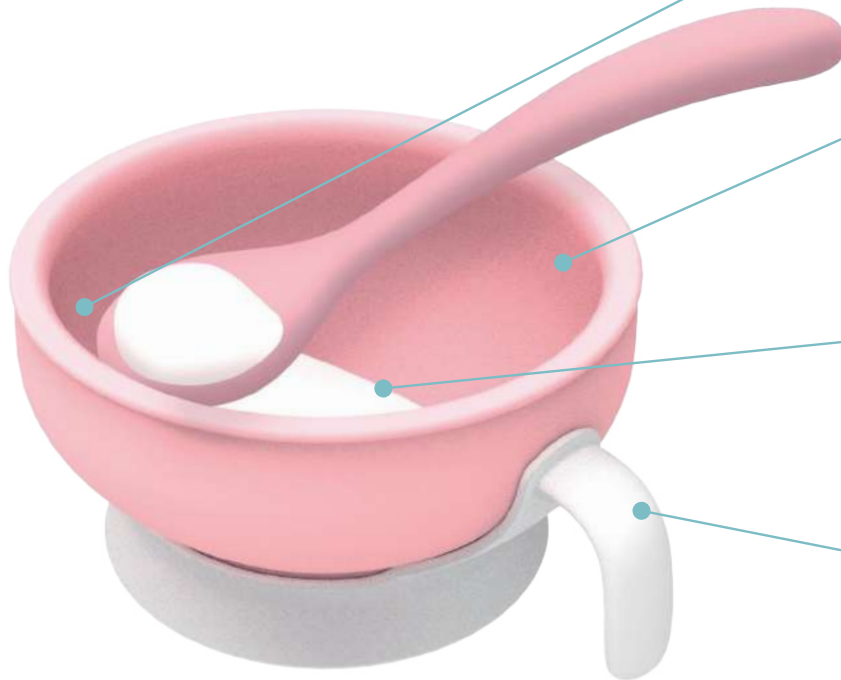
Freezer



Microwave



## Monee Silicone bowl 150ml's Advantages



1

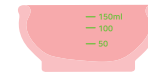
### Smart spoon technology



The round-edge bowl design helps load your spoon without spilling food.

2

### Measure up!



Easily check your food portions using the measure marks on the inside of the bowl.

3

### Slanted bowl design



Slanted-bottom collects foods to make scooping easier down to the last spoonful.

4

### Feeding & Eating



Grabbing handle makes feeding your baby easy and convenient for baby to eat on their own.

5

### Store & Stack



Detach this handle to make your bowls stackable and easy to store.

#### Product 4.

## Monee Silicone Bowl 300ml (Kids Bowl)

### Explanation

It is a multi-functional silicone bowl with a capacity of 300ml.  
It is useful for all ages from babies to adults.



### Product color



Pink



Blue



Mint



Choco-purple



### What's included



Bowl  
Silicone



Sterilizer



Dishwasher

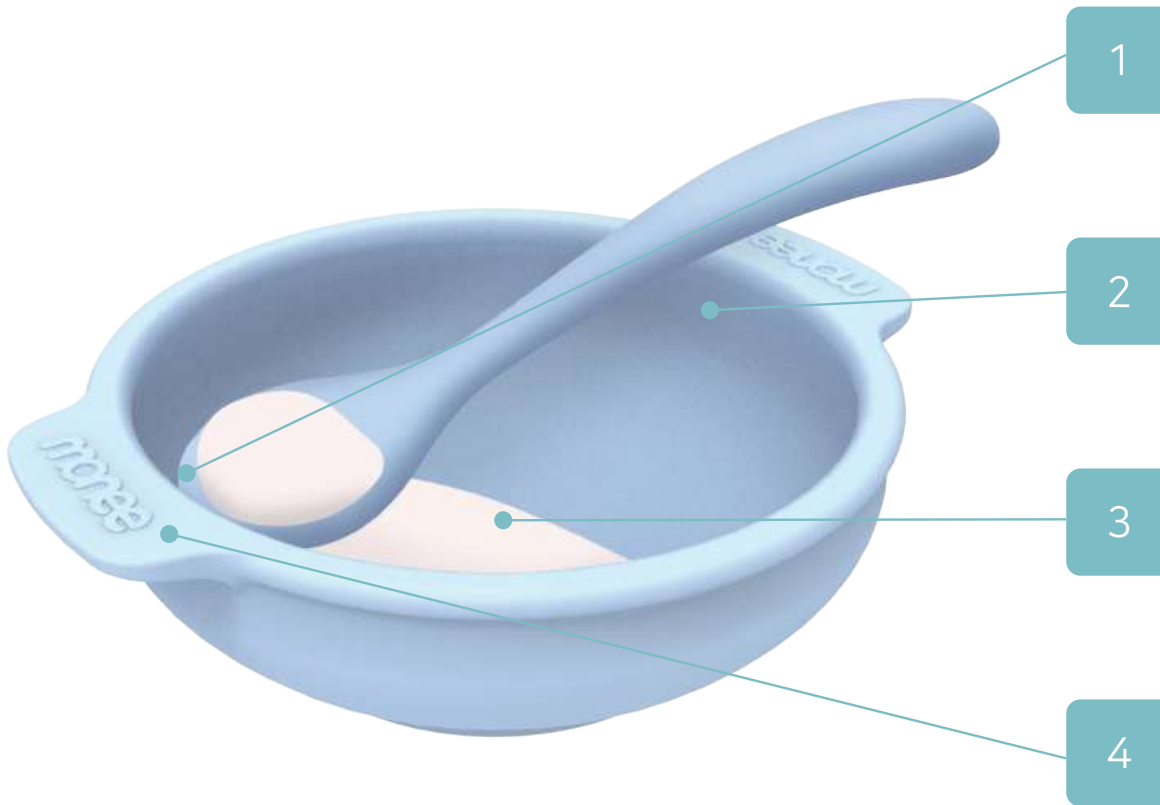


Freezer



Microwave

## Monee Silicone bowl 300ml's Advantages



1

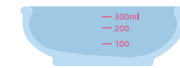
### Smart spoon technology



The round-edge bowl design helps load your spoon without spilling food.

2

### Measure up!



Easily check your food portions using the measure marks on the inside of the bowl.

3

### Slanted bowl design



Slanted-bottom collects foods to make scooping easier down to the last spoonful.

4

### Convenient & Safe



Convenient handle helps to carry hot food. Flexible and safe material's bowl does not break even when dropped on the floor.

## Product 5.

# Monee Dinosaur Silicone Suction Bowl (350ml)



Sterilizer



Dishwasher



Freezer



Microwave

## Explanation

The **Monee Dinosaur silicone suction bowl**, with an ample **350ml** capacity, has such a strong suction power and long adsorption persistence that it prevents the bowl from easily overturning even if children play with it during the meal.



## Product color



Red



Pink



Blue



Mint



Choco-purple



## What's included



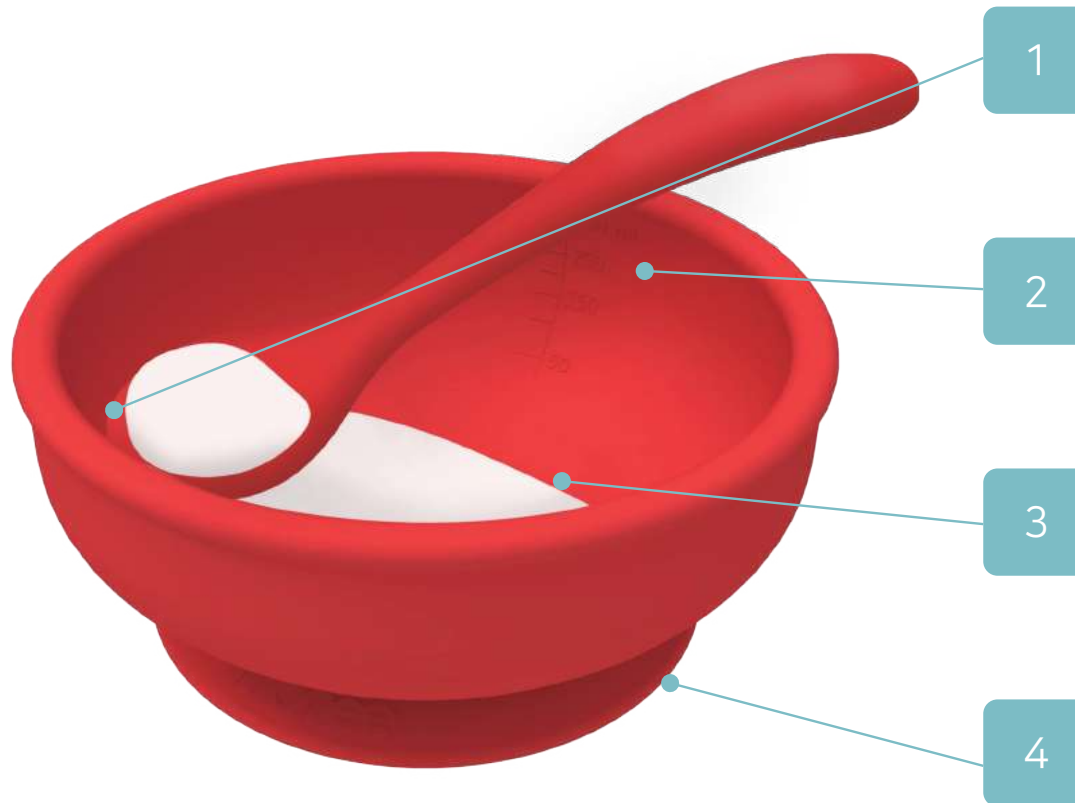
Suction bowl  
Silicone



Lid  
PP



## Monee Dinosaur silicone suction bowl (350ml)'s Advantages



### Smart spoon technology



The round-edge bowl design helps load your spoon without spilling food.

### Measure up!



Easily check your food portions using the measure marks on the inside of the bowl.

### Slanted bowl design



Slanted-bottom collects foods to make scooping easier down to the last spoonful.

### Strong hold suction



The non-slip suction base sticks firmly to the tabletop or highchair to prevent messes and promotes self-feeding.

If you want to release the suction, simply lift the handles on the edge of the suction plate.

## Product 6.

# Monee Pea Pod Silicone Suction Food Plate



## Explanation

The **Monee Pea pod silicone suction food plate** is the silicone food plate which has a variety of convenient functions and is highly utilized. Depending on how it is constructed, it can be used in a variety of forms such as suction food plates, suction plates, snack mats, and table mats. The pea-designed food plates help child to have a fun meal and naturally reduces the resistance to eating vegetables.

## Product color



Green



Red

## What's included



Lid (Sold separately)  
Silicone



Food Plate  
Silicone



Suction Mat  
Silicone

## Monee Pea pod silicone suction food plate's Advantages



1

### Smart spoon technology



The round-edge design helps load your spoon without spilling food.

2

### Slanted design



Slanted-bottom collects foods to make scooping easier down to the last spoonful.

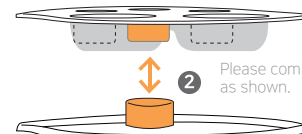
3

### Strong hold suction



The suction mat and the food plate can be assembled and disassembled easily. The suction mat combined with the food plate can be fixed on table. The mat alone can be used as a snack tray or plate mat.

Directions



Please combine mat and plate as shown.

1

Place suction mat on the table. Pull the front of the connection once to check the adsorption.

Table

## Product 7.

### Monee Dinosaur Silicone Suction Food Plate & Dinosaur Food Storage Container



	Microwave	Sterilizer	Dishwasher	Freezer
Food Plate	✓	✓	✓	✓
Food Container	✓	✓	✓	✓
Lid				✓

#### Explanation

The **Monee Dinosaur Silicone Suction Food Plate & Dinosaur Food Storage Container** feature a design shaped like a dinosaur hatching from its egg, greatly encouraging children's enthusiasm for mealtimes. **Connecting the food plate to the food container** allows for a simpler table setting. You no longer need to plate side dishes on separate dishes for every meal. Take the Dinosaur Silicone Suction Food Plate & Dinosaur Food Storage Container out of the refrigerator and simply place them on the table. The remaining side dishes are **stored easily**.

#### Product color



#### What's included



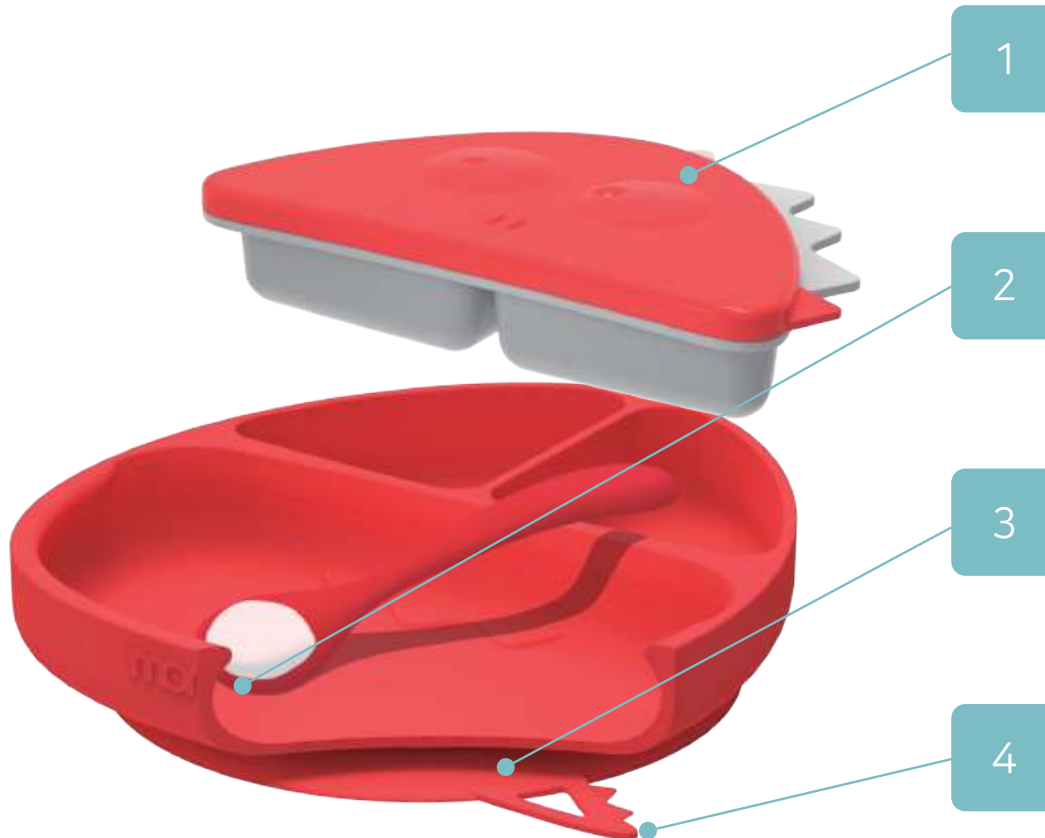
suction food plate  
Silicone



Food container  
(Sold separately)  
Lid-PE, Main body-PP



## Monee Dinosaur silicone scution food plate set's Advantages



1

### Food plate & Food storage container



You no longer need to plate side dishes on separate dishes every meal. Take the Monee Dinosaur Food Plate & Food Container out of the refrigerator and simply place them on the table. The remaining side dishes are stored easily.

2

### Smart spoon technology



The round-edge design helps load your spoon without spilling food.

3

### Strong hold suction



The non-slip suction base sticks firmly to the tabletop or highchair to prevent messes and promotes self-feeding.

4

### Easy to be stored



Hang up food plate on the wall using the tail hole after use.

## Product 8.

# Monee Carrot Spoon & Fork



Sterilizer



Dishwasher

## Explanation

The **Monee Carrot spoon & fork** are hygienic because the head parts do not touch the ground and are designed for child to use more **conveniently and safely**.

The **carrot-designed** spoon&fork help child to have a fun meal and naturally reduces the resistance to eating vegetables.



## Product Color



Orange



Green



Mix



## What's included



Spoon

Silicone  
Stainless steel(SUS304)



Fork

Silicone  
Stainless steel(SUS304)



Case (Sold separately)

PP

## Monee Carrot spoon & fork's Advantages



1

### Head parts do not touch the ground



The tip of the spoons and forks are hygienic because they do not touch the ground when you set down.

2

### Functional groove design for children who have trouble using forks



It is easy to eat because the noodles are well caught in the groove of the fork.

3

### Safe fork blade that is not sharp



It is safe because the fork blade is not sharp due to special finishing.

4

### Comfortable grip design and material



The ergonomic design makes it easy for the child to eat for themselves.



## Product 9.

# Monee Bear Silicone Spoon



Sterilizer



Dishwasher



Freezer



Microwave

## Explanation

Safe flexible material protects baby's delicate gums. The light and slim design make it easy for mom and dad to feed baby food.



## Product color



Pink



Blue



Mint



Choco-purple



## What's included



Spoon  
Silicone



Case (Sold separately)  
PP

## Monee Bear silicone spoon's Advantages



Bear character design

1

### Safe flexible material

Safe flexible material to protect baby's delicate gums.

2

### Comfortable use

Light and slim design makes it easy to introduce solid foods.

3

### Use for a variety of purposes

You can use it as a teaspoon for yogurt and pudding in addition to the weaning food.

4

### Built-in baby teether



The bump behind the bear's head stimulates the child's gums, which help with oral health. It's safe for a child to bite and suck a spoon because it's a safe silicon material that doesn't detect environmental hormones.



## Product 10.

# Monee Cat Silicone Spoon Step1,2

### Baby Spoon Step1



### Baby Spoon Step 2



### Explanation

**MONEE Cat silicone spoon** helps children enjoy eating with its cute and friendly cat design. There are two steps of spoons available for your child's age. The head of the spoon does not touch the floor, so it can be used hygienically.



### Product Color



Pink



Blue



Mint



Choco-Purple



### What's included



Spoon Step1  
Silicone, Insert



Spoon Step2  
Silicone



Case (Sold separately)  
PP



## Monee Cat silicone spoon step1

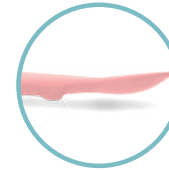
This spoon is suitable baby feeding starter. The spoon's head is narrow enough to fit into the child's small mouth easily. But, it's deep enough to hold watery baby food without flowing. It is designed to be a comfortable grip for mom and dad to feed.



A heart-shaped nose

1

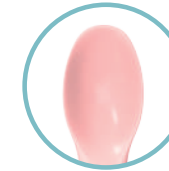
### Lift-up head design



The head of the spoon does not touch the floor, so it can be used hygienically.

2

### Narrow and deep head design



The spoon's head is narrow enough to fit into the child's small mouth easily. But, it's deep enough to hold watery baby food without flowing.

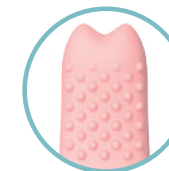
3

### Soft and comfortable grip

It is also designed to be a soft and comfortable grip for mom and dad to feed.

4

### Built-in baby teether



The bump behind the cat's head stimulates the child's gums, which help with oral health. It's safe for a child to bite and suck a spoon because it's a safe silicon material that doesn't detect environmental hormones.



## Monee Cat silicone spoon step 2

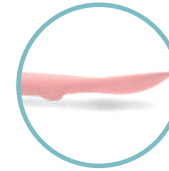
This spoon is suitable for children to start eating meal by themselves. The head is deeper and wider than the 1 step spoon so that they can eat meal without spilling. Spoon is soft with silicone, but it is enough rigid so that it spoon easily variety of food because of insert.



A heart-shaped nose

1

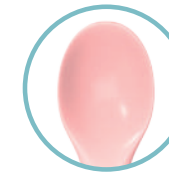
### Lift-up head design



The head of the spoon does not touch the floor, so it can be used hygienically.

2

### Wide and deep head design



The head has become deeper and wider than the step 1 spoon to accommodate a lot of weaning food.

3

### Soft but rigid silicone spoon



It's soft outside with silicone material, and inserts inside, so that the child can load a variety of foods comfortably, as well as soft baby food, and it's good for self-feeding training.

monee



Product 11.

## Monee Food Storage Cube Tray

### Explanation

Monee Food storage cube tray is easy to store chopped food ingredients fresh and refrigerated. Cube can be **easily extracted** after freezing. There are three kinds of products according to capacity, and they are designed to **stack up and store easily**. It also has good temperature change and chemical resistance, so it can be used **permanently**.

### 3 Types Food Storage Cube Tray



30ml(1oz) x 12 Cube

Blue



60ml(2oz) x 6 Cube

Pink



90ml(3oz) x 4 Cube

Choco-purple

### What's included



Tray

Silicone



Lid

Silicone



Sterilizer



Dishwasher



Freezer



Microwave



## Monee Food storage cube tray's Advantages



1

### Flexible silicone



It's made of soft silicone material, and when pressed from the back, the frozen cube will be removed easily.

2

### Various Cube Capacity



It is easy to store separately depending on kinds of ingredients. You can accurately measure when cooking.

\* 30ml(1oz), 60ml(2oz), 90ml(3oz)

3

### Convenient storage



Regardless of the kinds, they are designed to stack up and store conveniently.

4

### Independent Storage Space



There is a partition inside the lid to prevent the contents from mixing.

## Product 12.

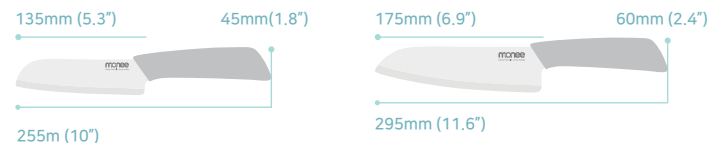
# Monee Ceramic Knife

## Explanation

Monee's most popular advanced ceramic knife series for Baby food preparation. They are lightweight for ease of use in repetitive slicing tasks, producing less fatigue on hands and wrists. Our ceramic blades are ultra-sharp and hold their edge longer than steel blades. The blades will not brown food, are rust-proof and resistant to acids.



## Product Size



### Medium Knife

Blade-Ceramic  
Handle-TPR Coating

### Large Knife

Blade-Ceramic  
Handle-TPR Coating



## What's included



Pink



Blue



Sterilizer Dishwasher Microwave

## Monee Ceramic knife's Advantages



1

### To help preparing fresher and healthier

Monee ceramic knives are chemically inert so foods look and taste the way they should. Inorganic ceramic blades will not brown food, won't transfer a metallic taste or smell, will never rust.

2

### Lightweight& Ergonomic design

They are lightweight for ease of use in repetitive slicing tasks, producing less fatigue on hands and wrists.

3

### Blades with ultra-sharpness and excellent durability

It is produced by Fine Ceramic Processing Technology and has strong strength. It is not as worn as a metal knife, so it can be used sharply without grinding for long periods of time.

## Product 13.

# Monee Ceramic Baby Food Cooking Set



Sterilizer Dishwasher Microwave



Citrus Squeezer



Grater



Bowl



Mortar & Pestle

## Explanation

Monee ceramic baby food cooking set are made by premium silicone and refined high-quality Korean white soil, considering the environment and children. **Minimize nutrient loss** with ceramic material and make diverse foods from early baby food to medium-term baby food, in addition to fruit juice, side dishes and snacks. Silicone packing **minimizes slippage, noise, and impact**. All components can be stacked for space savings and smart storage.



## Product Color



Pink



Blue



## What's included



Citrus Squeezer  
Ceramic, Silicone



Grater  
Ceramic, Silicone



Bowl  
Ceramic, Silicone



Mortar  
Ceramic



Pestle  
Ceramic

## Monee Ceramic baby food cooking set's Advantages

### Safe eco-friendly material

This ceramic is baked at a high temperature of 1300 degrees using refined clay. Bacteria and fungi do not breed, harmful substance are not detected at high temperatures. In addition, unlike plastic, it is resistant to scratches, coloring and flavor. And, we used eco-friendly premium silicone up to silicon ring.

### Minimize nutrient destruction

Monee ceramic cookers are chemically inert so foods look and taste the way they should. Inorganic ceramic cooker will not brown food, won't transfer a metallic taste or smell, will never rust.

### Various utilization

They can make diverse foods from early baby food to medium-term baby food, in addition to fruit juice, side dishes and snacks.

### Convenient storage

All components can be stacked for space savings and smart storage. And the pestle can be stored in the mortar.



### Citrus Squeezer (squeeze)

For squeezing the juice of fruits such as tangerines, oranges, and grapefruit, a delicately designed bump can be used to squeeze the juice out coolly without effort.

### Grater (grinding)

It is used to grind raw vegetables, fruits, etc. Monee's grater is made of special triangular bump, so grind particles are enough fine that they don't have to be filtered into the mesh strainer.

### Bowl

Squeeze, grind, and mashed materials can be used in microwave ovens right away without having to move them into another bowl.

### Mortar & Pestle (crushing)

It is used to make mashed meat, etc. Even small ingredients such as rice grains are crushed without slip. Also, a ceramic pestle is not cracked or grinded like a wooden pestle.





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