

TRUCARE™

Insider

E-MAGAZINE



nanit

See baby from anywhere

Overhead crystal clear 1080p video

Real-time sleep tracking + alerts

256-bit AES encryption

White noise and soothing sounds

Adjustable light

2-way audio



Parenting data on demand

A smarter monitor for superior sleep



Stay Connected From Anywhere



Sound & motion alerts



Hear and speak to your baby



View from anywhere



WALL MOUNT



FLOOR STAND

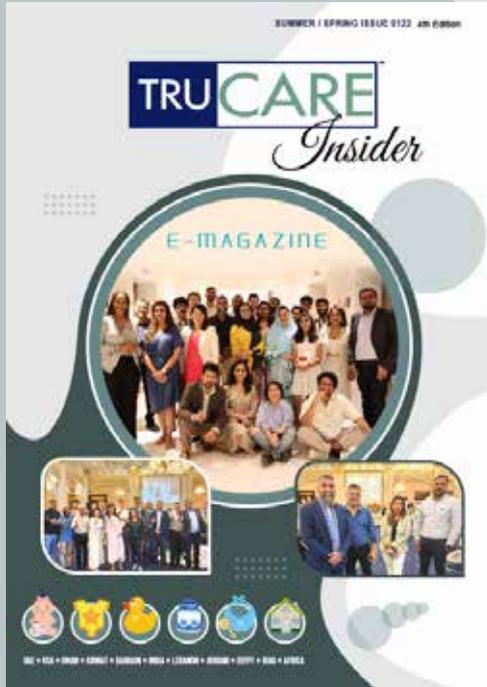


FLEX STAND

Available at



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From the Desk of CEO

Hello Team Trucare,

I want to sincerely appreciate every one of you for the hard work and dedication you have put into making our first product showcase and roadshow a success.

As we continue our journey, let us remember that there's always room for improvement and we should not settle for anything less than perfect. As we have entered the end of the year let us put in more effort to drive sales and prioritize our customers' needs and continue to achieve success together. ” ”

Keep selling,
Mustafa Zoeb

SUCCESS Stories



Trucare First Product Showcase UAE

During our first product showcase in Arjaan by Rotana Hotel in the Dubai Media City, numerous businesses came to explore our entire Trucare range. Their presence and interest made the event a tremendous success.

We are grateful for their support and the opportunity to showcase our innovative products. Their participation is a testament to the value and relevance of our offerings in the market. We are committed to building on this positive momentum and continuing to provide high-quality solutions that meet the diverse needs of our customers.



KSA ROADSHOW

We extended our product showcase to KSA with a recent and successful roadshow. The Trucare team visited KSA and showcased our entire range of products at the Holiday Inn - Al Qasr hotel for two days. The event was met with overwhelming enthusiasm and support.

We are grateful for the opportunity to connect with our customers in KSA and demonstrate the value and quality of our offerings. The positive experience during the roadshow further reinforces our commitment to providing exceptional solutions that cater to the unique needs of our customers.

We are excited to continue expanding our presence and strengthening our relationships in the region.



Hauck launch in Lulu
Trucare made stroller stands from design to successful execution.



Carrefour

Successful branding executed in the Carrefour head office, Al-Wafi mall, resulting in getting 14 more instore branding.





Tomme Tippee Distribution conference 2023

Mayborn Group held their annual distribution conference in UAE at Manzil Hotel, Dubai. Trucare demonstrated exceptional efficiency and effectiveness in executing their in-store branding despite the challenges posed by limited time. The brand and marketing team confidently presented their "Best Bottle Strategies" to Mayborn team and an esteemed audience of over 20 global distributors.

The team's compelling presentation garnered enthusiastic feedback from the Mayborn team and sparked keen interest among the attending distributors.



After the conference Trucare team also took everyone to a malls' visit. Guiding the Mayborn team and distributors through a showcase of their outstanding in-store execution of branding for Tomme Tippee at Babyshop and other leading stores.

The resounding success of this execution has solidified Trucare's position as the undeniable leader in display practices, earning them the well-deserved title of **"The World's best display practice."**

Congratulations to Trucare for their compelling achievements, showcasing their ability to deliver exceptional results under demanding circumstances.

SUMMER

A man in a light blue t-shirt and dark shorts is walking on a sandy beach, holding the hand of a young girl in a pink tank top and floral shorts. They are walking away from the camera towards the ocean. The sky is blue with some clouds, and the water is a vibrant blue-green. The overall scene is bright and sunny, capturing a moment of family time during a summer holiday.

KEEPING YOUR
KIDS BUSY AND
ENGAGED DURING

SUMMER HOLIDAYS

As summer holidays approach, parents often face the challenge of keeping their children engaged and entertained. With a little planning and creativity, it's possible to transform these long, hot days into an opportunity for fun, learning, and quality family time.

These are some fun activities you can do with your kids to keep them engaged during the summer holidays.



SUMMER

Embrace Outdoor Exploration:

Encourage your children to spend time outdoors by organizing family outings to parks, beaches, or nature trails. Plan activities like treasure hunts, sandcastle competitions, or kite flying to create lasting memories and develop their physical skills.

Get Creative with Toys and Crafts:

Engage them with small craft activities. Provide building blocks, art sets, or craft kits to inspire imaginative play and artistic expression. Encourage your children to create their own stories, design unique artwork, or build structures using their favourite toys.

Organize Playdates and Toy Swaps:

Connect with other families in your community. Arrange playdates where children can engage in interactive play and learn from one another. Consider organizing a toy swap event, allowing children to trade toys for a set period. This not only keeps them engaged but also teaches valuable lessons about sharing and cooperation.

Incorporate Educational Toys and Games:

Introduce educational toys and games into your children's summer routine. Encourage your children to play with puzzles, memory games, or STEM-based toys, stimulating their cognitive abilities while having fun.

Support Imaginative Play:

Encourage your children to engage in imaginative play using their favourite toys. Encourage them to create their own stories, play pretend, and invent new scenarios. This type of play stimulates their creativity and problem-solving skills.

Keeping your kids busy and engaged during summer holidays is not only about entertainment but also about creating valuable experiences and promoting personal growth. It is also a time to connect with them. By combining outdoor activities, fostering creativity, encouraging learning, and engaging in community service, you can ensure that your children have a memorable and enriching summer break. Make the most of this time to create lasting memories and strengthen family bonds.





Tea talk

In this exclusive Tea talk, we sit down with Erdogan Beskardesogullari, the esteemed head of the Back-to-School and Travel Department from Turkiye. With over six years of experience in this role, Erdogan shares valuable insights into the current trends, innovations, and future plans shaping the back-to-school market.

Erdogan Beskardesogullari, head of the Back-to-School and Travel Department at Trucare, describes his role and tenure. With their journey beginning in 2017, Trucare is now entering its sixth back-to-school season in 2023.

Current Trends and Demands

Erdogan highlights the significance of technology integration, sustainability, and convenience in the back-to-school market. He told us that students and parents now demand tech-driven solutions, eco-friendly products, and personalized options.

Industry trends significantly influence consumer expectations and buying behavior during the back-to-school season. Online shopping, mobile apps, sustainable products, and personalization options are increasingly sought after.

It is very important Staying Updated on Industry Trends and Innovations

Erdogan explains how his department stays updated on the latest industry trends and innovations. They closely monitor market research reports, industry publications, attend trade shows and conferences, engage with suppliers and manufacturers, and seek feedback from customers.

Unique and Popular Products

Trucare offers unique and popular back-to-school products aligned with industry trends. Premium school sets, multi-purpose stationary sets, and eco-friendly preschool collections made from recyclable materials are among their standout offerings. As he said “We are the trendsetters”

Embracing Sustainability Initiatives

He further elaborates how we cater to the need by offering sustainable and eco-friendly products. Such as recyclable Preschool collections, reusable water canteens and lunchboxes reflect their commitment to making a positive impact.

Enhancing the Shopping Experience Through Innovation

Erdogan's department explores emerging technologies like augmented reality (AR) and Virtual reality (VR) to enhance the back-to-school shopping experience. They aim to create a seamless and personalized journey for customers.

Staying Competitive with Value-Added Services and Promotions

Trucare ensures competitiveness by offering value-added services and promotions during the back-to-school season. By providing unique and creative solutions, they deliver exceptional value to customers.

And our future goals involve discovering new products, fostering creativity, and remaining trendsetters in the market. They aim to capitalize on industry trends and meet the evolving needs of parents and students by continuing being the trendsetters.

In conclusion, Erdogan Beskardesogullari's insights into the back-to-school market highlight Trucare's commitment to sustainability, customer-centricity, and innovation. Their ability to adapt to industry trends, offer unique products, and enhance the shopping experience ensures they remain competitive and meet the evolving needs of their striving for excellence and being the “Trendsetters”.



Marvin's Magic

marvin's magic tricks



**WITH
OVER 300
AMAZING
MAGIC TRICKS!**

Trucare Event Highlights 2023

Trucare hosted their inaugural Cricket League in February, bringing together enthusiasts for an exciting sporting event.

TRUCARE

TRUCARE CRICKET LEAGUE

Warehouse WARRIORS

CONGRATULATIONS
to our first TCL Champion!

MAN OF THE SERIES SHEHZAD

BEST BATSMAN SUBIN

BEST BOWLER MEERAN



On International Mother's Day, we paid a heartfelt tribute to all mothers at Trucare, celebrating their unwavering strength and empowering spirit.



On International Women's Day, we celebrated and supported women empowerment at Trucare, honoring their remarkable contributions.

 **hauck**



Rapid 4



SwiftX



Sports

Swift X DUO

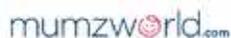


ONE-HANDED
AND
COMPACT
FOLDING



Available at:



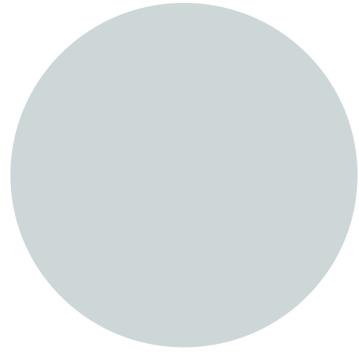








BRANDS
HIGHLIGHTS



IN-STORE BRANDING



Babyshop Dubai Mall



Carrefour Dalma Mall



BRANDING

IN-STORE Toys



Lulu Al Ain region stores Kuwaitat & Barari Mall



BACK TO SCHOOL



Disney Alice in Wonderland Curious Garden Water Bottle 500ml

Disney Alice in Wonderland Curious Garden Lunch Box 2 Compartment



Disney Cars Let's Race 14"



Disney Princess Finding your Own Voice 14"



LOL OMG Remix the Vibe Premium Box set 20"



Sanrio Hello Kitty My Crystal Night 6 in 1 Trolley Box Set 16"



Warner Bros Batman Dark Hero 6 in 1 Trolley Box Set 16"



Universal Minion Science 6 in 1 Trolley Box Set 18"

BACK TO SCHOOL



Disney Princess Sparkle on the Way
6in1 Trolley Box Set 16"



Universal Gabby Doll House Friends and Music
5 in1 Trolley Box set 18"



Disney Frozen We Lead Together
6 in1 Trolley Box Set 16"



Marvel Spiderman Web Sling Time V2
6 in1 Trolley Box Set 16"



Disney Mickey Space Patrol
6 in1 Trolley Box Set 18"

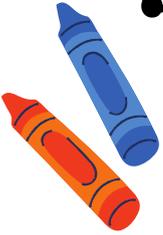


Warner Bros' Superman Defender of
Freedom 5 in1 Trolley Box set 18"



Marvel Avengers Iron Stomper
5 in1 Trolley Box set 18"

BACK TO SCHOOL WORD SEARCH



Circle the words in the puzzle below.



bus



games



pencil



books



pen



ruler



desk



math



gym



read



learn



recess

Disney baby

Stroller Fiesta New Line of Disney Stroller



FOLD AND GO
FIT FOR AIR TRAVEL



From 0 to
36 months



Upto 15 Kg
Baby Weight



CE mark
certification

Your favourite
pal strollers





Birthday



April

ARSHA SANKAR - 04-Apr
ALSTONE FERNANDES - 04-Apr
ABDE ALI - 05-Apr
SASIKUMAR - 05-Apr
GLENN JUAN - 08-Apr
KAILASAM GOMATHI SHANKAR - 10-Apr
DILIP MANDANNA - 10-Apr
AMRIT RAJ - 12-Apr
ALINA ASHIM - 12-Apr
MUHAMMAD ABID - 13-Apr
SATHEESH KUMAR - 14-Apr
ANECETA ARIAS - 15-Apr
SUKHDEV SINGH - 16-Apr
BURHANUDDIN POONAWALA - 19-Apr
SIYOSH AMBATT - 20-Apr
ABOOBAKER MOHAMMED - 26-Apr
MUHAMMED KHALEEL - 27-Apr
SHAKER ENDALA - 02-Apr

May

ASIM KHALID - 02-May
SIBY AMAL - 06-May
MOHAMMED JASIR - 09-May
SAMSON SANTHOSH - 11-May
BHANU CHANDER GAJAGIRI - 12-May
GUNJAN KUMAR THAKUR - 13-May
MOHAMED SAJAL - 14-May
AKASH MAHESHWARI - 19-May
MUHAMMAD SHERAJ - 20-May
S. PRATHAP SUNDAR - 21-May
REWANT KOIRALA - 22-May
ABDUL JALEEL - 24-May
AHTASHAM FAROOQ - 26-May
SHIVAKUMAR - 27-May
JUZER BURHANI - 29-May
JOSHY ANTONY - 30-May
SABEENA ZACHARIAH - 31-May

June

RUTVA PANCHAL - 02-Jun
ARUN UDAYAKUMAR - 02-Jun
SHAIK NIZAM - 05-Jun
YUSUF PITOLWALA - 11-Jun
VIDHYA GOPI - 13-Jun
MOHIDEEN FEROKHAN - 13-Jun
PRASHANTH KUMAR - 15-Jun
UMAR FAIROOZ - 16-Jun
PADAM GHALAN - 22-Jun
NISHATH AHMED - 23-Jun
MUSAID MOHAMMAD - 24-Jun
RAJENDRA KHADKA - 25-Jun
THAMBI THURAI - 28-Jun
BHES RAJ BHANDARI - 28-Jun



Let's Get Digital

Trucare's Triumph: Overcoming Technology Hurdles to Achieve an 8% CTR on Google Organic Search

In a digital landscape where technology is a driving force, businesses often face challenges posed by glitches and downfalls. Trucare, a prominent player in the product distribution industry, has not only weathered these difficulties but emerged triumphant, culminating the quarter with an impressive 8% average Click-Through Rate (CTR) on Google's organic search. This feat is a testament to Trucare's resilience and underscores the importance of successful Search Engine Optimization (SEO) in the product distribution sector.

A CTR of 8% on Google's organic search is considered excellent and highly desirable. Organic search refers to the traffic generated from search engine results that are not influenced by paid advertisements. In this context, a higher CTR signifies that a significant portion of users who saw Trucare's search engine listing found it compelling and relevant enough to click through to their website. An 8% CTR indicates that Trucare's SEO efforts were successful in attracting targeted traffic, translating to increased visibility and potential sales opportunities.

The benefits of achieving an **8% CTR** on Google's organic search are numerous, especially for businesses in the product distribution industry:

1. **Increased Organic Traffic:** A higher CTR results in more users visiting Trucare's website organically, without the need for costly advertising campaigns. This sustained flow of potential customers contributes to brand exposure and a greater likelihood of conversions.
2. **Enhanced Brand Authority:** Ranking prominently on Google's organic search signals credibility and authority in the product distribution domain. A top-ranking position fosters trust among users, making them more likely to choose Trucare over competitors.
3. **Cost-Effectiveness:** Organic search traffic acquired through SEO is a cost-effective marketing channel compared to paid advertising. Once a solid SEO foundation is established, the benefits continue over time without additional expenses per click or impression.

Now, let's explore how SEO works and why businesses, including those in the product distribution industry, embrace it: SEO, or Search Engine Optimization, is the practice of optimizing a website to improve its visibility in search engine results. The process involves various strategies and techniques aimed at enhancing a website's relevance and authority in the eyes of search engines like Google, Bing, and Yahoo.

1. **Keyword Research:** SEO begins with comprehensive keyword research to identify the terms and phrases potential customers are using to find products or services. By strategically incorporating these keywords into website content, product descriptions, and meta tags, Trucare can target its ideal audience effectively.
2. **Content Optimization:** High-quality and relevant content is pivotal to SEO success. Search engines prioritize websites that provide valuable information to users. Trucare can create informative blog posts, product guides, and engaging landing pages to cater to user intent and improve search rankings.
3. **Technical Optimization:** The technical aspects of a website play a crucial role in SEO. Ensuring fast loading times, mobile responsiveness, and proper indexing by search engines contributes to a positive user experience and improved rankings.
4. **Backlinks and Authority:** Search engines consider backlinks from reputable websites as votes of confidence. Building a strong network of quality backlinks helps boost Trucare's website authority, increasing its chances of ranking higher in organic search results.

In conclusion, Trucare's triumphant rise from technology challenges to an impressive 8% average CTR on Google's organic search is a testament to the power of effective SEO in the product distribution industry. A robust SEO strategy not only attracts targeted traffic but also enhances brand authority, trust, and long-term profitability. Embracing SEO is essential for businesses aiming to thrive and remain competitive in the digital era, driving them closer to their goals of sustainable success and growth.



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However, wherever
and whenever you feed,
Made for Me
is made for you.



single
electric
breast pump

more milk in less time

gently and
effectively **massages**

designed to be **discreet**
and **convenient**

quiet, light
and **portable**

easy-clean

USB