

TRUCARE<sup>TM</sup>

*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

amazon

mumzworld.com

Bumble Bee

firstcry

babyshop



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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



## 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 is 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.



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**



★  
max load  
25kg

Rapid 4



max load  
18kg

SwiftX



max load  
18kg

Sports



Swift X DUO

36KG  
max load

ONE-HANDED  
AND  
COMPACT  
FOLDING



Available at:

 amazon

 mumzworld.com

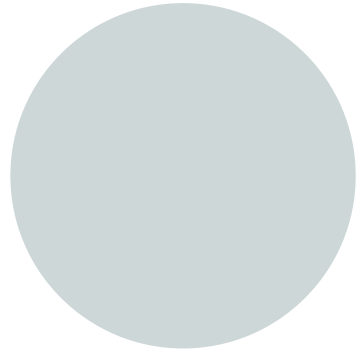
 mom+store

 firstcry

 babyshop



# 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 in1 Trolley Box Set 16"



Warner Bros Batman Dark Hero 6 in1 Trolley Box Set 16"



Universal Minion Science 6 in1 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"

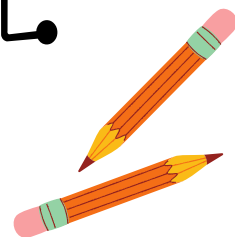
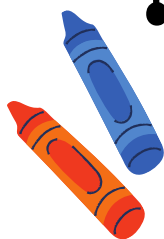


Warner Bros' Superman Defender of Freedom  
5 in1 Trolley Box set 18"



Marvel Avengers Iron Stomper  
5 in1 Trolley Box set 18"

# BACK TO SCHOOL WORD SEARCH



Circle the words in the puzzle below.

R	O	S	L	B	M	A	T	H
E	R	P	L	P	S	G	Y	M
A	X	R	E	E	S	K	L	R
D	C	N	A	N	E	H	C	U
E	E	R	R	R	C	F	H	L
T	G	S	N	P	F	I	E	E
B	O	O	K	S	A	G	L	R
U	R	E	C	E	S	S	B	D
S	N	Q	C	G	A	M	E	S



bus



games



pencil



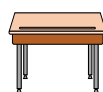
books



pen



ruler



desk



math



gym



read



learn



recess



# Disney baby

## Stroller Fiesta

New Line of Disney Stroller



FOLD AND GO  
FITS FOR AIR TRAVEL



From 0 to  
36 months



Upto 15 Kg  
Baby Weight



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 FEROZKHAN - 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