



# soak<sup>®</sup>

Modern care for the laundry you love

Media Kit 2011

# Soak | Overview

TORONTO – Soak Wash Inc.’s mission is to be the expert in delicate fiber care, from the products they make, to the knowledge they share. They’re all about collaboration, supporting creativity, community and connectivity. From concept to consumer, they design leading edge products, brands and solutions, creating value for their stakeholders while driving the industry forward. When working together, companies can affect change and grow the entire knit, crochet and craft industries.

Soak is biodegradable, phosphate-free and non-toxic for guilt free, eco-friendly indulgence!

Launched in Canada in 2005, Soak enjoyed immediate success with everyone from knitters to quilters to fashion-conscious clothing shoppers. Originally created as a care product for founder Jacqueline Sava’s knit accessories collection ‘Jacqs-hats’, Soak has since evolved into a premium wash for all delicate items. Soak can be found in yarn shops, quilting, sewing and craft stores, lingerie boutiques and department stores in North America, the UK, Japan and beyond.

High-resolution photos of these and other great Soak products can be found online: at [www.flickr.com/soakwash](http://www.flickr.com/soakwash) or by contacting Ngoc Nguyen at 905-270-7625.

# Soak | Products

## Soak – Laundry wash

Modern care for the laundry you love. Soak is good for everything you want to wash, but it’s particularly great for delicate items that just can’t handle a hot machine cycle or the harshness of a traditional detergent.

### Features:

**Rinse-free formulation** – Soak is a low-suds liquid. When items are soaked, the dirt and detergent come out in the water and what is left in the item evaporates. When you squeeze out the water no soap residue is left over, rather only a hint of fragrance that dissipates over time. Items can be rinsed if preferred and does not change the effectiveness of how Soak cleans.

**Eco-friendly** – Soak’s biodegradable formulation uses no dyes or harsh ingredients, and is phosphate free. Soak products are packaged in recyclable bottles and printed with a water-based ink.

**No-Leak** – All bottles have induction seals that prevent leaking while in transit.

**Gentle** – Ingredients are skin-grade quality to be gentle on fibers and on hands.

Leaves washables soft, clean and smelling great!

14oz bottle, MSRP \$16  
4oz bottle, MSRP \$10

### Suggested uses:

- Hand knits & handmade quilts
- Cashmere, silk, linen, wool
- Lingerie, shapewear & hosiery
- Swimwear, workout & yoga gear
- Embellished clothing
- Baby clothes & blankets
- A convenient travel item for a quick clean on the go
- Spot-cleaning or for machine use (delicate cycle)

*“With Soak, people who care about their clothes have a great no-rinse wash solution and an exciting selection of yummy, contemporary scents. Our customers love it. It’s perfect for anything that’s hand-washable – and that includes everything from your most indulgent cashmere to your newborn’s blankies to your favorite summer dress.” - Soak retailer*

*“Soak makes washing my delicates so much easier and is great on my wallet because I don’t have to take anything to a dry cleaner. Soak is also perfect to wash my hand-made quilts with because it is gentle and I don’t need to rinse a million times to get the suds out (in fact I don’t have to rinse at all)!” -Soak consumer*



### Washing Instructions:

**Hand wash** – Pour 1 teaspoon of Soak into 1 gallon cool water. We suggest using Phil to free up your sink. Soak item for 15 minutes then gently squeeze out water. No need to rinse. (You can rinse if you prefer, however this will remove the fragrance.) Some color may bleed into the water – don’t worry; this won’t harm your garment or yarn. Lay knit items flat to dry. Wash sets (like lingerie) together.

**Machine wash** – Use the delicate cycle and measure Soak based on your machine’s instructions. You can either use or skip the rinse cycle, depending on what you are washing.

**Spot clean** – We recommend using Soak on the end of a cotton swab. Gently rub the dirt/stain and then rinse with water.

## Heel - Nourishing foot cream

Our unique combination of ingredients restores the skin and soothes tired feet. Cucumber extract, vitamin E and the cooling powers of menthol work together to form a luxuriously rich treat for your feet. Go ahead. Indulge.

These delectable treats can also be customized! Available in 3 fragrances: scentless, spearmint, and cucumber. MRSP of \$10.

Officially launched at the start of 2011, Heel has received a lot of positive feedback from customers including Amy Singer. Each label boasts an original design by local industry designer.

“It’s a lovely consistency and it disappeared into my hands right away.”



## Carrie and Phil - Indispensible basins

Soak is now distributing two unique sizes of plastic basins named “Carrie” and “Phil”. Both Carrie and Phil are flexible, durable, and fade resistant with beveled edges for easy pouring.



	Carrie	Phil
Diameter	15.5"	15.5"
Height	12"	6.5"
Capacity	26L/6.9 US Gal	15L/4 US Gal
Suggested Uses	<ul style="list-style-type: none"> <li>• Storing yarns and crafts</li> <li>• Laundry basket for delicate items washed separately</li> <li>• Carrying yarns, crafts and toys</li> <li>• Beach tote</li> </ul>	<ul style="list-style-type: none"> <li>• Alternative to using the sink for hand washing</li> <li>• Soaking delicate items</li> <li>• Dyeing yarns</li> <li>• Blocking knit pieces</li> </ul>
MSRP	\$34	\$30

## Product Attributes:



Frost and UV resistant – Colors will not fade or degrade in sunlight or frost  
Made of strong plastic – Able to handle heavy items  
Flexible – Allows handles to be squeezed close together for easy carrying and pouring  
Vibrant – Carrie is available in 7 bright colors and Phil is available in 5  
Beveled edges – Allows for easy pouring



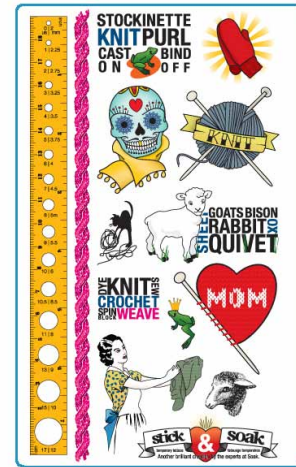
Brought to you by Soak, invite them over and you'll never want them to leave.

## Stick & Soak temporary tattoos

New from Soak. 13 unique designs. 1 passion for knitting. Temporary tattoos, designed just for you. For your style, creativity and your love of knitting.

Whether customers want to wear their passion on their sleeves, or are looking for the perfect stocking stuffer, these tattoos are sure to fit the bill. Great as prizes for knit nights, include them in goodie bags for retreats, or open up a pack and share with your friends.

Available in stores and online. MRSP \$10/sheet.



## Soak | Connect

**Website**  
soakwash.com

**Blog**  
soakworthy.com

**Facebook.com/**  
soakwash

**Twitter.com/**  
jacqueline\_soak

**Flickr.com/**  
soakwash

**Ravelry**  
soak-worthy

**Corporate office:** 2465 Cawthra Rd, Unit 124 Mississauga, ON Canada

**Retail locations:** 1200+ stores and online retailers across North America, Japan, and the UK, including Sears Canada, and other fine retailers.

## Soak | Founder, Jacqueline Sava

Jacqueline Sava, President and Founder of Soak Wash Inc., has an extensive award winning background in innovative product development.

After completing a Bachelor in Fine Art degree in Industrial Design from Rhode Island School of Design, Sava founded Jacqs-Hats, a Toronto based knit accessories company. Soak was conceptualized in 2003 as a secondary product for Jacq's-Hats knit accessories.

Sava's business philosophy is to create a company that, through product development, serves its customers and employees as well as the various businesses along the development and distribution channels.. Sava's goal is to create purposeful products supported by strong visions. Her values of innovation, education, passion, creativity and leadership drive both her business and her personal endeavors.

When not working on her business, Sava, 35, teaches Design Strategy, lectures on business development and entrepreneurship and is a passionate competitive rower. Her major accomplishments include a distinguished selection of awards such as VIRTU, Canada's design award, OWIT Women Exporter of the Year and TBDC Youth Entrepreneur of the Year. Sava holds an MBA in marketing and strategic management from Schulich School of Business at York University.

