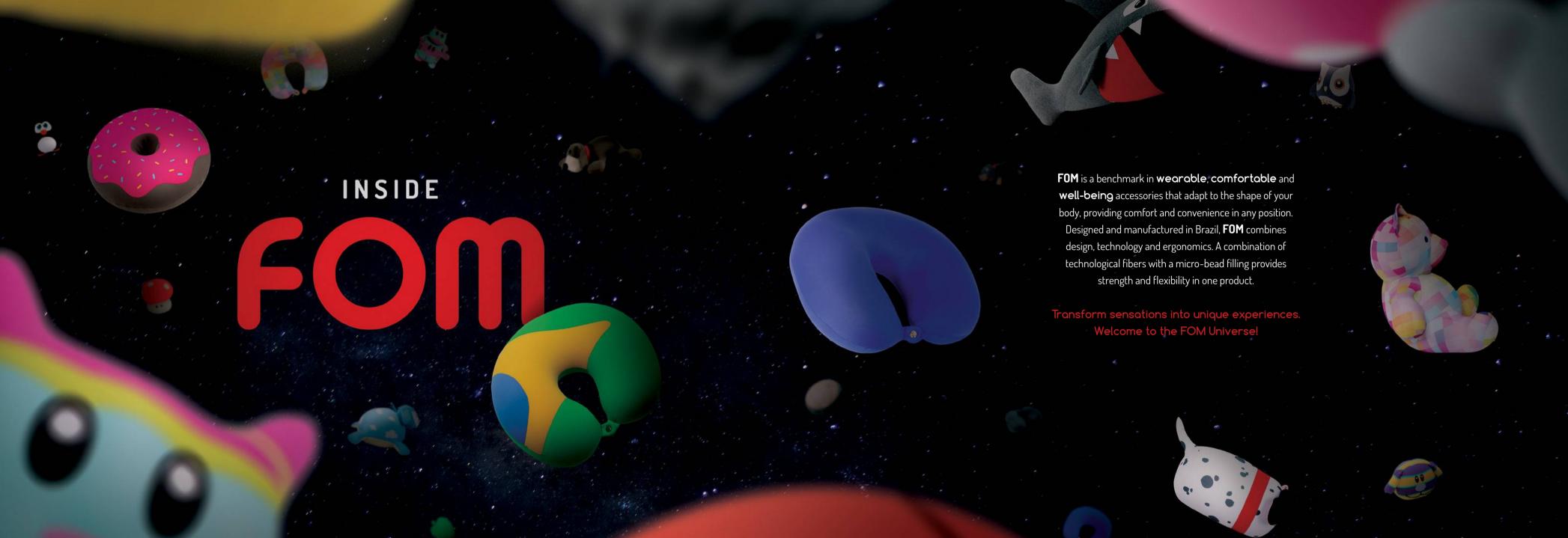


FOM







Infinite To Hug, SQUEEZE, SQUISH, USE AND ABUSE OOSSIDITIES

FOM products are timeless and are inspired by the life of Brazilian architect and designer **Betino Lofer**, partner and founder of FOM.

In line with promotional commemorative dates on the Brazilian calendar, the brand introduces 200 exclusive models every year.

The **FOM** permanent line relies on multifunctional products which combine exclusive design with functionality!





























innovate its creations and reach potential customers. Major brands and organizations have already linked their names with FOM, like The Angry Birds characters, various animals threatened with extinction from the world's fauna, through the NGO Mata Atlântica, Mickey Mouse Clubhouse and other famous Disney icons, among others.



WHO HAS GONE FOM











A tale of love

"FOM PRODUCTS ARE TRENDY
AMONG THE YOUTH, ABOVE ALL
TEENAGERS, WHILE ALSO
ATTRACTING ANYONE WHO
IS IN SEARCH OF WELLBEING, DESIGN AND
OUALITY"

Sidney and Betina Partners and founders of FOM **FOM's** success for over a decade in existence is directly linked to the market diversity in which their products are suited: well-being, decoration and gifts.

The history of the brand started in 2002, after

a trip to France by architect **Betino**Lafer, business partner and wife of

Sidney Rabinovitch, where she

brought with her an adorable cushion

to cuddle on the journey. Sidney saw

a great business opportunity there.

A new product, an unknown brand, prime material

that was difficult to find, a lot of wasted material,

until finally, production of the first product in the

line: a big puff designed by Betina. The FOM puff

participated in the Gênios do Design (Genius of

Design) by Tok&Stok, and was sold in their stores.

To increase business, FOM invested in the corporate

market, designing co-branding lines with major

brands including Google, Itaú and Nivea.



FOM BE ALLIED BE ALLIED WITH YOUR BRAND

A leader in product development, **FOM** seeks to create, innovate, and above all, reach the expectations of the client, with toilored products to suit specific needs.

The customization and exclusive product development brings with it numerous business opportunities, defines the relationship between the brand, its employees and consumers and provides valuable experiences.



EXCLUSIVE DEVELOPMENT

Exclusively designed products for promotions for XBOX and JEEP.



CUSTOMIZATION

Choose any **FOM** and we will give it the face of your brand.



PHILIPS





nextel







everyone together for a good cause

FOM chose GRAACC (Support Group for Children and Adolescents with Cancer) as a partner in the not for profit sector.

GRAACC is a non-profit organization, created to ensure that children and adolescents with cancer have every chance of a cure and better quality of life, using the most advanced science and technology available.



FOM products bring

comfort to the patient throughout

post-treatment, and the patient can take their

FOM home afterwards! FOM is also a GRAACC sponsor,

giving monthly donations. Regular campaigns, where

a percentage of the sales are donated to GRAACC, are

extremely important. These campaigns have made a big difference in the quality of the treatment of children and adolescents with cancer.

> Tammy Allersdorfer General Manager - Institutional development

GRAACC + FOM



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