



## ROBOCAR POLI KIDS TOOTHBRUSH SOFT LAUNCHING IN MALAYSIA

**28th Aug 2017** :FAFC has launched the Robocar Poli Figurine Kids toothbrush and Robocar Poli Suction toothbrush in Smart Kids Asia-Merdeka Edition, a three day event held in the Mid Valley Conventional Hall on 25th -27th August 2017. Being the largest educational kids fair in Asia, SmartKids Asia is a fun-filled family event targeting children from the age of 1 – 12 years old, and their parents and caregivers.

The Robocar Poli Figurine Kids toothbrush and Robocar Poli Suction toothbrush will be officially available in Lazada and 11 Street starting 1st November 2017. As the first licensed IP figurine kids toothbrush manufacturer in Malaysia, FAFC involved the parents as a part of the innovative decision making process by conducting a three day kids toothbrush survey at Smart Kids Asia. FAFC Robocar Poli kids toothbrush survey has offered parents as well as the kids a better experience and understanding not only of the toothbrush production but, also sending the toothbrush sample to every participant for testimonial purposes.

FAFC has received many positive comments and feedbacks during the event. The parents were actively participating in selecting their favourite toothbrush among the Top 8 popular kids toothbrush. The booth event even being featured by a mummy blogger in her blog post.



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