

ALDO



ALDO LTD. | HANYMISH: **COMPANY PROFILE**

ALDO Ltd. is the creator of Hanymish, a baby care brand committed to providing safety, comfort, and love to little ones and their families worldwide. Our passion and commitment to quality and innovation are inspired by the joy and well-being of every baby. Hanymish offers a universe of care, warmth, and enchantment, where every baby can flourish, and every parent can smile.

Aktim 1 Akçaburgaz Mah.
Akçaburgaz Cad. No:20-AB
Esenyurt / İstanbul / Turkey

last update:
Nov 2023
aldo.baby

ALDO

Table of **Contents**

1	About Us ;)
2	Welcome Message
3	Vision & Mission
4	Milestones
5	Our Products
11	Certifications & Lab Tests
12	Hany mish on Shelves
14	Contact Us

ALDO

About **ALDO & Hanymish.**

Established four years ago, Hanymish emerged from the vibrant and historic city of Istanbul with a singular mission: to revolutionise the baby care product industry with unwavering quality, safety, and innovation.

Despite being a relatively young entity, ALDO has swiftly garnered substantial market share and acclaim within the Turkish domestic market, owing to the depth of experience and expertise held by our managerial team, composed of industry professionals with an average of ~30 years of experience in leading brands within the sector.

Our journey is fuelled by a profound desire to provide parents around the globe with products that are not just exemplary in quality but are also instilled with love, care, and the essence of Turkish craftsmanship. ALDO Ltd. is not just a company; it's a testament to our dedication to fostering joy, purity, and countless delightful moments for families worldwide.

Hanymish: A Symphony of Joy and Care.

Hanymish is a baby care brand that offers a range of meticulously crafted and tested products including baby bottles, soothers, breast pumps, and more. The brand's name represents its innovative, quality products designed to bring warmth and joy to babies and their families. Committed to safety, comfort, and joy, Hanymish offers experiences that nurture moments and celebrates love and care in every family's journey.



ALDO

Lütfi Usta

C.O.O. | *ALDO Ltd.*

Welcome Message

Warm greetings from Istanbul! ;)

I am Hasan Usta, the Chief Operating Officer at ALDO Ltd., and it is with great joy and immense pride that I extend a warm welcome to you as you explore the universe of ALDO Ltd. and our charming brand, Hanymish.

In the midst of a dynamic and evolving marketplace, we, at ALDO Ltd., set forth with a simple, yet profound vision—to bestow upon the world baby care products that are the epitome of safety, quality, and love. Hanymish is not just a brand; it's our testament to a promise—a promise to nurture every moment, to cherish every giggle, and to be a part of every family's journey in raising their little ones.

The journey of Hanymish is imbued with a spirit of innovation, unwavering commitment, and a deep-rooted passion for enhancing the lives of families around the globe. We believe in creating products that are a seamless blend of functionality and comfort, helping parents and their precious ones experience joy, warmth, and a sense of security every day.

Our team, with its diverse expertise and shared dedication, is the driving force behind our vision. We are a tapestry of seasoned professionals, innovators, and passionate individuals who come together to bring to life products that resonate with our core values and aspirations. We continuously strive to push boundaries, evolve, and uphold the trust bestowed upon us by millions of families.

As you delve deeper into our story, our products, and our mission, we hope you feel the warmth, the dedication, and the spirit of Hanymish. We are excited about the possibility of building lasting relationships, exploring new horizons, and together, creating a world where every baby experiences boundless love and care.

Thank you for joining us on this delightful journey. We welcome you with open hearts to the enchanting world of Hanymish, and we look forward to creating countless 'hanymishes' together! ;)

Yours,

Hasan Usta
Chief Operating Officer
ALDO Ltd.



ALDO

Abdullah Usta

C.D.O. | *ALDO Ltd.*

Welcome Message

Warmest regards from the heart of Istanbul!

I am Abdullah Usta, the Chief Design Officer at ALDO Ltd. It is with a blend of artistic passion and heartfelt enthusiasm that I invite you to explore the creative world of ALDO Ltd. and our enchanting brand, Hanyemish.

In the dynamic realm of baby and maternal care, our vision at ALDO Ltd. is deeply rooted in the belief of crafting products that embody safety, exceptional quality, and a touch of artistic elegance. Hanyemish is not merely a brand; it is our canvas for innovation, our ode to the art of parenting, and our commitment to enriching the lives of families across the globe.

The design journey at Hanyemish is fuelled by a philosophy that harmonises aesthetics with functionality. Our products are designed to be both visually captivating and supremely comfortable, ensuring that they become beloved and essential elements in the journey of every family. The design team at ALDO Ltd., a diverse group of artists, dreamers, and technical experts, is dedicated to transforming this philosophy into tangible experiences that resonate with our core values.

Our commitment extends beyond mere product design. It is about creating an experience, an environment of joy, comfort, and security for both parents and their little ones. We strive to design products that are not just utilitarian but also contribute to the creation of cherished memories and lasting bonds.

As you delve into the narrative of our products and their design ethos, I hope you will sense the dedication, the imagination, and the heart that goes into every piece of Hanyemish. We are excited about the prospects of fostering enduring partnerships, pioneering new design frontiers, and together, sculpting a world where design meets love, and function meets form.

Thank you for being part of this beautiful journey. We warmly welcome you to the world of Hanyemish, and together, let us craft a future filled with beauty, innovation, and heartfelt 'hanyemishes'.

With warmest regards and a palette full of dreams,

Abdullah Usta
Chief Design Officer
ALDO Ltd.



Vision & Mission

Vision

ALDO

At ALDO Ltd., our vision is to ascend as a global beacon of innovation and quality in the baby care product industry. We aspire to weave the warmth and the distinguished excellence of Turkish craftsmanship into every product we create, fostering joy, safety, and comfort for families around the world.

Hanymish

Hanymish envisions a world where every giggle is cherished, every moment is enveloped in magic, and every product is a meticulous blend of love, care, and unparalleled quality. We yearn to be the companion of choice for parents and their little ones as they explore a world brimming with laughter, love, and delightful 'hanymishes'.

Mission

ALDO

ALDO Ltd. strives to innovate in design, manufacturing, and service, creating products that bring joy, comfort, and safety to families worldwide. We celebrate Turkish craftsmanship and commit to ensuring quality in every item we craft. Our goal is to expand globally, sharing our values and products, and becoming a universal household name in baby care.

Hanymish

Hanymish offers safe, comfortable, and delightful baby products that celebrate milestones and bring joy to families. The company aims to create lasting connections with diverse communities worldwide and foster spaces for parents to share, learn, and grow together in love and joy.

Milestones...

2019

Once upon a time, amid the outskirts of Istanbul, a humble workshop gave birth to the enchanted realm of Hanymish.

2021

Hanymish was sold in 1000 individual outlets for the first time.

2021

First international export of Hanymish brand products. The Hanymish brand has been making waves in the local market for 2 years, and now, the company has taken a significant step forward by exporting their products internationally. This marks a significant milestone for the brand and the company as a whole, as it opens up new opportunities for growth and expansion.

2023

Hanymish has surpassed 5000 individual points of sale and has sold over 10 million products.

2023

As part of our corporate restructuring, ALDO Ltd. became the parent company of Hanymish! This restructuring enabled ALDO Ltd. to expand its portfolio of brands, while Hanymish continues to operate as a standalone brand under the ALDO Group umbrella.



Our Products

ALDO

Portfolio.

OUR PRODUCT RANGE IS EVER-CHANGING AND EXTENSIVE, AND SO THIS DOCUMENT ONLY PROVIDES A SMALL SAMPLE. FOR OUR CURRENT RANGE OF PRODUCTS, PLEASE VISIT OUR WEBSITE OR REQUEST A PRODUCT BROCHURE! ;)

In the enchanting journey of parenthood, every detail counts, every moment is precious, and every giggle is a treasure. At Hany Mish, we understand this profound truth and craft our range of products with immense love, meticulous attention, and unwavering commitment to safety and quality.

Each product in our extensive lineup is a testament to our dedication to creating delightful and trustworthy companions for parents and their little ones.

Our diverse portfolio includes a variety of baby care items, each designed with a singular purpose— to enrich the journey of parenting with comfort, joy, and peace of mind. Our products include (but are not limited to):

- **Baby Bottles:** Our glass and plastic baby bottles, available in standard and wide-mouth options, are designed to make feeding times a breeze, ensuring safety and comfort.
- **Soothers:** Our soothers are crafted to be gentle companions for babies, soothing them with softness and warmth.
- **Breast Pumps & Breast Protectors:** Designed with mothers in mind, our range offers comfort and reliability, making the breastfeeding journey smoother and more enjoyable.
- **Teethers, Baby Hair Brushes, & Manual Nasal Cleaners:** These essentials are crafted with utmost care, ensuring that they are gentle, effective, and easy to use.
- **Cotton Swabs & Baby Spoons:** Our swabs and spoons are created with precision and care, ensuring every mealtime is a joyful experience.
- **Wet Wipes:** Our wet wipes are a symbol of purity and cleanliness, made with premium materials to be gentle on the baby's skin.
- **Gift Sets:** Our beautifully curated gift sets are the perfect present for expecting parents, bundling a range of our premium products in a lovely package, representing our brand's essence of love and care.

ALDO

Design.



Saliva output canals

Orthodontic shape

Orthodontic curved top design
support palate development



Orthodontic curved top design
support palate development



Anti Skin Irritation Air Holes



Intense air intake



ALDO

Design.



Cover design that prevents leakage



Soft durable silicone teat

Round shape teat imitate the breastfeeding



PP safe tightening screw



PP food contact healthy material body

Our Products

ALDO

Portfolio.

Soothers



glass baby bottles

plastic baby bottles & fruit strainers



Our Products

ALDO

Portfolio.

**Breast
Pumps**



**breast
protectors**

teethers



Our Products

ALDO

Portfolio.

Baby Hair Brushes



Manual Nasal Cleaners

Cotton Ear Swabs



Our Products

ALDO

Portfolio.

Baby Spoons



Gift Sets

...And
so many
others!



Our Products

ALDO

Portfolio.

Stands.

We also offer three standard sizes of pre-arranged Hanymish Stands, which can be delivered either with the standard complement, or any combination of our products, per your specification.



Our Products

ALDO

Portfolio.

CUSTOMISATION ENQUIRIES

ALDO LTD. AND ITS SUBSIDIARIES WOULD BE DELIGHTED TO DISCUSS ANY CUSTOMISATION ENQUIRIES - IF THIS MAY BE OF INTEREST TO YOUR ORGANISATION, PLEASE GET IN CONTACT WITH US THROUGH ONE OF THE METHODS WHICH MAY BE FOUND AT THE END OF THIS DOCUMENT! ;)



Our Certifications & 3rd Party Lab Tests.

ALDO

Excellence.

THE FOLLOWING PAGES OUTLINE A SAMPLING OF THE CONSIDERABLE BODY OF CERTIFICATIONS THAT WE HOLD FOR OUR PRODUCTS, AND IS NOT AN EXHAUSTIVE LIST. PLEASE CONTACT US FOR ANY SPECIFIC CERTIFICATIONS THAT YOU MAY REQUIRE FROM US!

Ensuring the highest quality and safety standards is a commitment we uphold with utmost seriousness and dedication at Hanymish. Every product we craft is a promise of reliability, and each certification we acquire is a testament to our unwavering commitment to excellence. Below are some of the extensive list of certifications we hold:

Management:

- **ISO 9001:2015**
 - "Production and Sales of Mother-BabyProducts (Feeding Bottles, Pacifier and Baby Food Spoons, Pacifier Storage Containers, Fruit Strainers)"
 - "Sale of Care Products (Nail Clippers, Powder, Cream, Ear Sticks, Hair Brush, Bath Sponge)"
 - "Production and Sales of Cigarette Filters"

Production:

- **Soothers:**
 - AB-0583-T : 19015356 : 05-19
 - AB-0583-T : 19011392 : 05-19
 - TS EN 1400 (EU-Equivalent and EU-Compatible)
- **Baby Bottles:**
 - (Glass) AB-0583-T : 19017737 : 05-19
 - (Plastic) AB-0583-T : 19014051 : 05-19
 - (Plastic) AB-0583-T : 19014052 : 05-19
 - (Plastic) AB-0583-T : 19014050 : 05-19
 - TS EN 14350 (EU-Equivalent and EU-Compatible)
- **Breast Pumps:**
 - AB-0583-T : 19011905 : 05-19
- **Baby Spoons:**
 - AB-0583-T : 19011903- RER2 : 11-19
- **Teethers:**
 - AB-0583-T : 19010465- RER2 : 04-19
- **Non-Spill Bottles:**
 - AB-0583-T : 19011909- RER : 08-19
- **(Baby) Fruit Strainers:**
 - AB-0583-T : 19011907- RER-2 : 10-19
- **(Baby) Toys Group:**
 - TS EN 71 (EU-Equivalent and EU-Compatible)

Please contact us for full PDFs of the above certifications and lab reports, as well as for any other certificates that are not listed above!

ALDO


Excellence.

Gen. F136-201

**TÜRKAK**
TÜRK AKKREDITASYON KURUMU
TURKISH ACCREDITATION AGENCY
tarafından akredite edilmiş


EKOTEKS LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş.
Esenyurt Fırıaklıy Bulvarı No:29 34325 Avcılar
İstanbul/ TÜRKİYE

**TÜRKAK**
T.C. EN GÜÇLÜ İZLENİMLER
AB-0583-T

**EKOTEKS**
LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş.

EKOTEKS LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş.
Esenyurt Fırıaklıy Bulvarı No:29 34325 Avcılar
İstanbul/ TÜRKİYE

TEST REPORT
DENEY RAPORU

**TÜRKAK**
T.C. EN GÜÇLÜ İZLENİMLER
AB-0583-T

AB-0583-T
21002606-
ING
02-21

EKOTEKS

Customer name:
Address:
Buyer name:
Contact Person:
Order No:
Article No:
Name and identity of the test item:
The date of receipt of the test item:
Re-submitted/re-confirmed date:
Date of test:
Sampling:
End-Use:
Care Label:
Number of pages of the report:
The Turkish Accreditation Agency (TÜRKAK) is a member of the International Laboratory Accreditation Cooperation (ILAC) for the recognition of test reports.
ES LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş. accredited by TÜRKAK under registration [AB-0583-T] for ISO 17025:2017 as test laboratory.
For measurement results, the uncertainties (if applicable) with confidence probability and test method are given on the following pages which are part of this report.
Seal

**EKOTEKS**
LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş.

EKOTEKS LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş.
Esenyurt Fırıaklıy Bulvarı No:29 34325 Avcılar
İstanbul/ TÜRKİYE

TEST REPORT
DENEY RAPORU

**TÜRKAK**
T.C. EN GÜÇLÜ İZLENİMLER
AB-0583-T

AB-0583-T
22011248-
ING
05-22

Customer name: CLKA BEBEK ÜRÜNLERİ SAN TİC. AŞ
Address: Aldım 1 Akçaburgaz Mh. Akçaburgaz Cd. NO 20 A/ B ESENYURT İSTANBUL
Buyer name: -
Contact Person: HATİCE USTA
Order No: 724
Article No: FABRİC SOOTHER HANGER
Name and identity of test item: One sample of multi colour fabric pacifier straps
The date of receipt of test item: 20.04.2022
Re-submitted/re-confirmation date: 29.04.2022
Date of test: 20.04.2022-12.05.2022
Remarks: -
Sampling: The results given in this report belong to the received sample by vendor.
End-Use: -
Care Label: Not specified
Number of pages of the report: 13
Türk Akreditasyon Kurumu (TÜRKAK) deney raporlarının tanınması konusunda Avrupa Akreditasyon Birliği (EA) ve Uluslararası Laboratuvar Akreditasyon Birliği (ILAC) ile karşılıklı tanınma anlaşmasını imzalamıştır.
Deney laboratuvarı olarak faaliyet gösteren EKOTEKS LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş. TÜRKAK/Num AB-0583-T akreditasyon dosyası numarası ile ISO 17025:2017 standardına göre akredite edilmiştir. Deney ve/veya ölçüm sonuçları, genişletilmiş ölçüm belirsizlikleri (olması halinde) ve deney metodları birleştirilmesini tamamlayıcı kısım olan takip eden sayfalarda verilmiştir.
Seal
Date: 12.05.2022
Customer Representative: Zeynep TAPAN
Head of Testing Laboratory: Sevim A. RAZAK
12.05.2022
This report shall not be reproduced other than in full except with the permission of the laboratory.
Testing reports without signature and seal are not valid.
Page 1 / 13

Customer name: CLKA BEBEK ÜRÜNLERİ SAN TİC. AŞ
Address: Aktim 1 Akçaburgaz Mh. Akçaburgaz Cd. No:20 -AB Esenyurt/ İSTANBUL
Buyer name: -
Contact Person: HATİCE USTA/HASAN USTA
Order No: -
Article No: 930 Nose Aspirator
Name and identity of test item: Nose aspirator
Date of receipt of test item: 22.01.2021
Re-submitted/re-confirmation date: -
Date of test: 22.01.2021-03.02.2021
Remarks: -
Sampling: -
End-Use: The results given in this report belong to the received sample by vendor.
Care Label: -
Number of pages of the report: 4
Türk Akreditasyon Kurumu (TÜRKAK) is signatory to the multilateral agreements of the European Union for the Accreditation (EA) and of the International Laboratory Accreditation (ILAC) for the recognition of test reports.
ES LABORATUVAR ve GÖZETİM HİZMETLERİ A.Ş. accredited by TÜRKAK under registration [AB-0583-T] for ISO 17025:2017 as test laboratory.
For measurement results, the uncertainties (if applicable) with confidence probability and test method are given on the following pages which are part of this report.
Date: 03.02.2021
Customer Representative: Zeynep TAPAN
Head of Testing Laboratory: Sevim A. RAZAK
03.02.2021
This report shall not be reproduced other than in full except with the permission of the laboratory.
Testing reports without signature and seal are not valid.
Page 1 / 4

Hanymish On Shelves! ;)

Hanymish stands can now be found in 1000s of pharmacies, supermarkets and baby stores throughout Turkey & beyond!

ALDO



Hanymish

On Shelves! ;)

Hanymish stands can now be found in 1000s of pharmacies, supermarkets and baby stores throughout Turkey & beyond!

ALDO



Hanymish

On Shelves! ;)

Hanymish stands can now be found in 1000s of pharmacies, supermarkets and baby stores throughout Turkey & beyond!

ALDO



Hanymish

On Shelves! ;)

Hanymish stands can now be found in 1000s of pharmacies, supermarkets and baby stores throughout Turkey & beyond!

ALDO



ALDO



**Questions?
Please Get
In Contact
With the
ALDO
Global
team:**



+90 212 830 20 80



enquiries@mail-aldo.baby



<https://www.aldo.baby>



Aktim 1 Akçaburgaz Mah.
Akçaburgaz Cad. No:20-AB
Esenyurt / İstanbul / Turkey