



# Perch October Report

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## Introduction

In the October Amazon Aggregator survey, [PNW Web Marketing](https://www.pnwwebmarketing.com/) reviewed Perch's known brands and current estimated revenues of known brands. Apollo Capital (the owner of Perch) announced in September that they are looking for a buyer. This is notable because of the size of Perch (900M+) and because its prominent investors.

Perch has publicly listed on their website the following brands:



**CALL★WHITE**



**SATINA**



baby merlin's  
**Magic  
Sleepsuit**



**Pretext®**



**TAME THE WILD**



**PRESTEE™**



**ZAP IT!**



**BOOTY  
WIPES**



**CareTouch®**  
Because You Care



**SPACE saver**  
SPACE SAVER BAGS

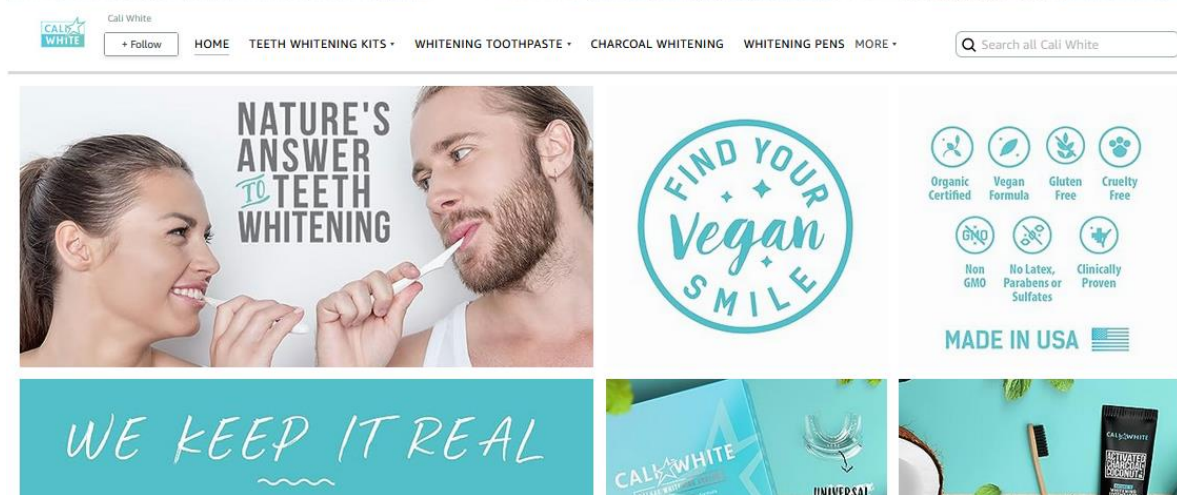


**Open Seed Vault®**

## Cali White

Cali White sells several teeth whitening products in the US Amazon marketplace and they have a decent sized following. Enough that their products are resold on the Walmart marketplace by various arbitrage sellers.

Cali White has an estimated \$58,000 of revenue a month but on low ASP mix of products. Estimating their margin at 10% they are making \$5,800 profit per month. Annually they are generating around \$700,000 of revenue on Amazon US and if they have a margin of 10% they are taking \$70,000 per year profit. Cali White doesn't appear to directly sell its products on Amazon CA, UK or Walmart.

Cali White  
+ Follow HOME TEETH WHITENING KITS · WHITENING TOOTHPASTE · CHARCOAL WHITENING WHITENING PENS MORE · Search all Cali White

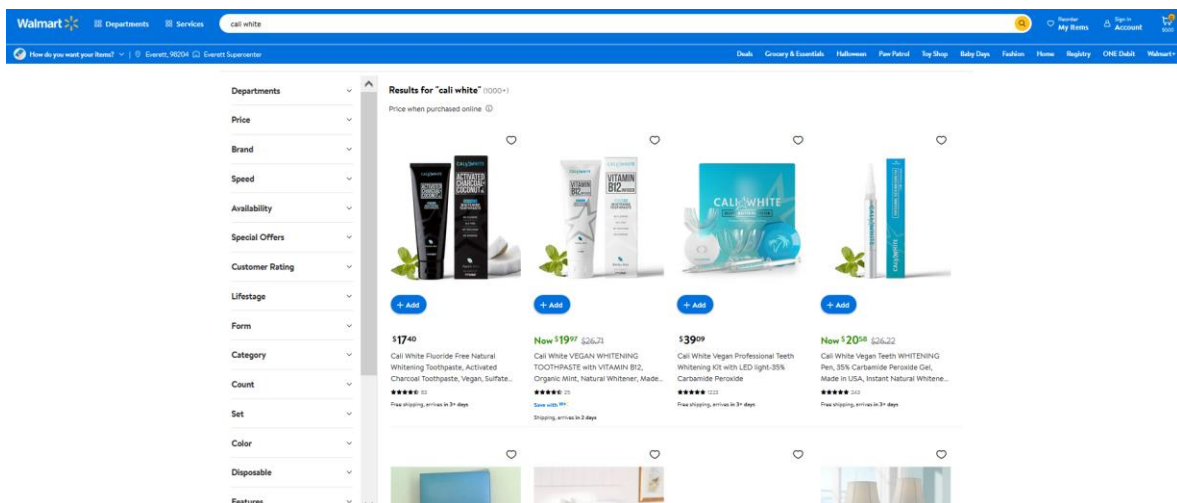
NATURE'S ANSWER TO TEETH WHITENING

FIND YOUR VEGAN SMILE

- Organic Certified
- Vegan Formula
- Gluten Free
- Cruelty Free
- Non GMO
- No Latex, Parabens or Sulfates
- Clinically Proven

MADE IN USA

WE KEEP IT REAL



Walmart call white

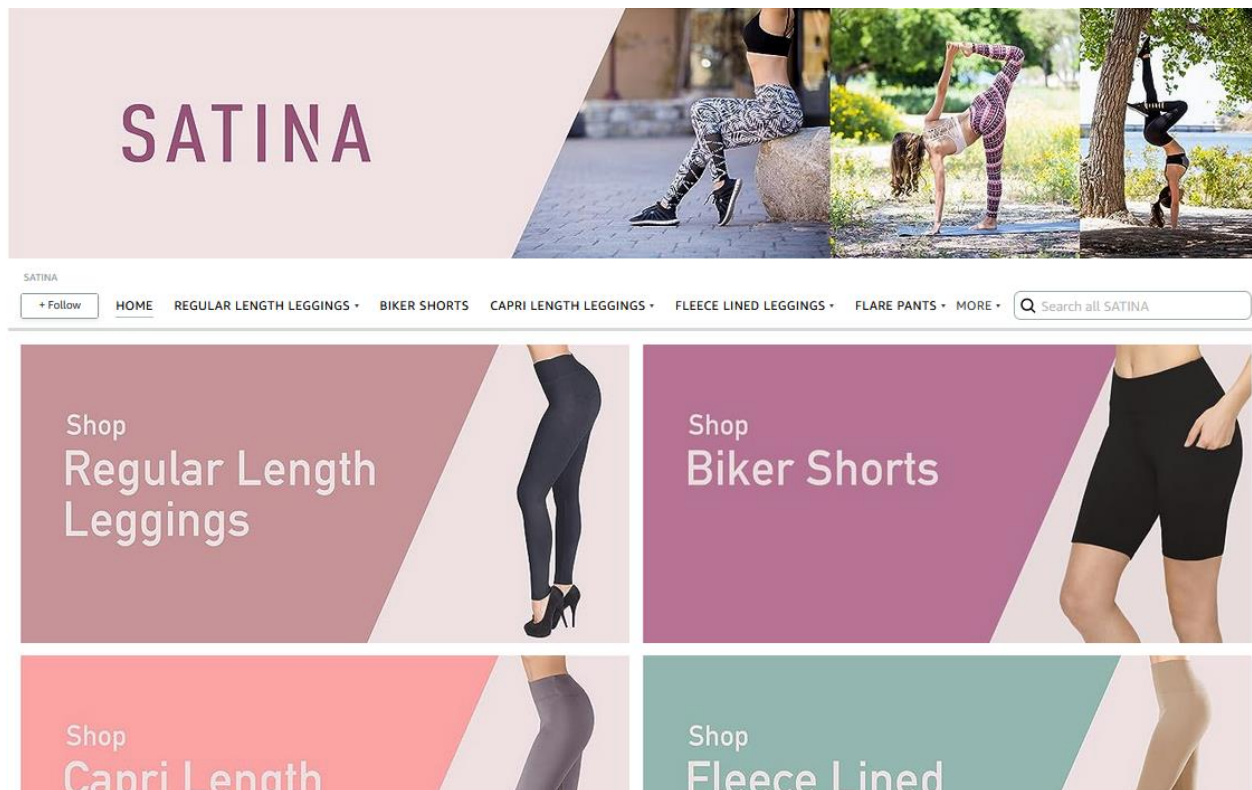
Results for "cali white" (1000+)

Price when purchased online

Product	Price	Shipping
Cali White Fluoride Free Natural Whitening Toothpaste, Activated Charcoal Toothpaste, Vegan, Sulfate...	\$17.40	Free shipping, arrives in 3+ days
Cali White VEGAN WHITENING TOOTHPASTE with VITAMIN B12, Organic Mint, Natural Whitener, Made...	Now \$19.97 (26,21)	Shipping, arrives in 3 days
Cali White Vegan Professional Teeth Whitening Kit with LED light-35% Carbamide Peroxide	\$39.09	Free shipping, arrives in 3+ days
Cali White Vegan Teeth WHITENING Pen, 35% Carbamide Peroxide Gel, Made in USA, Instant Natural Whitene...	Now \$20.98 (26,22)	Free shipping, arrives in 3+ days

## Satina

Satina is a popular legging brand for women, and they have wider distribution selling on Amazon US, CA and Walmart Marketplace. They are being arbitrated to other marketplaces, Amazon UK for example. Satina has an estimated \$635,000 in revenue across Amazon marketplaces per month, and if we assume a 20% margin they are making about ~\$126,000 of profit per month. Annually this is about \$7,535,000 revenue with a 20% margin they would be doing 1.5M profit per year.



The screenshot displays the Satina brand website interface. At the top, the word "SATINA" is prominently displayed in a large, purple font. Below this, there are three images of women in athletic wear: one sitting on a stone ledge, one performing a handstand, and another in a similar pose. A navigation bar includes a "+ Follow" button, a "HOME" link, and several product category links: "REGULAR LENGTH LEGGINGS", "BIKER SHORTS", "CAPRI LENGTH LEGGINGS", "FLEECE LINED LEGGINGS", "FLARE PANTS", and "MORE". A search bar on the right contains the text "Search all SATINA". Below the navigation bar, there are four product category tiles, each with a "Shop" button and a product image: "Regular Length Leggings" (dark leggings), "Biker Shorts" (black shorts), "Capri Length" (grey leggings), and "Fleece Lined" (light-colored leggings).

## Magic Sleep Suit

Baby Merlin's Magic Sleep Suit sells infant sleep suits and sacks. They have quite a few popular variations and across them they are selling 18,000 infant sleep suits a month. There is a significant barrier of entry to baby products and pricing particularly on sleep items is high to protect families. This allows the Magic Sleep Suit to also have high ASP, revenue, and likely profit.

They do about 700K of revenue on the 18,000 sleep suits with an ASP of \$39 – much better than their other brands. Assuming they have a 40% net they would be making about 280,000 net profit a month. Annually this is 3.4M profit on 8.4M of revenue.




## Pretext

Pretext sells decorations and kids toys – its also one of the brands that Perch lists on Amazon.ca. Their best seller currently is a toddler remote control car. In the US they are doing about 800K a month on a little over 31k units, making their ASAP 25.

Normally I would say it's a lower profit but in this case the products are so incredibly cheap I think it makes sense to assume a 40% margin.

More interesting in Canada they have expanded more strategically, and command a higher ASP of \$34.

Total monthly revenue (CA+US) is 950K, rounding up to a cool 1M (12M annually) means this business is doing about 400k of profit per month, and annually 4.8M profit. Possibly one of the better acquisitions that Perch has publicly disclosed.




PRETEXT  
Quality Toys For  
Over A Decade.

Pretext

+ Follow HOME PRETEXT HALLOWEEN LIGHTS NEW RELEASES PLUSH TOYS & GIFTS TOY CARS & VEHICLES PLAYSETS • BALLOONS MORE •

---



Pretext Water Guns for Kids&Adults, 30pk - Powerful Water Toys, Squirt Guns Bulk, Water Blaster Gun/Pistol, Watergun - Pool Play, Water...

★★★★★ 4,039

Style (3):  
30 count

**\$22<sup>99</sup>** ~~\$28.99~~ (21% off)

prime


Get it by tomorrow, September 9.

- INCLUSION - This is a pack of 30 water guns of all shapes and sizes in one big bag.
- SIZE - The watergun sizes range from 4" to 6" inches long all made out of high-quality plastic.

▼ Show more

Sold by Kids To discover and Fulfilled by Amazon.

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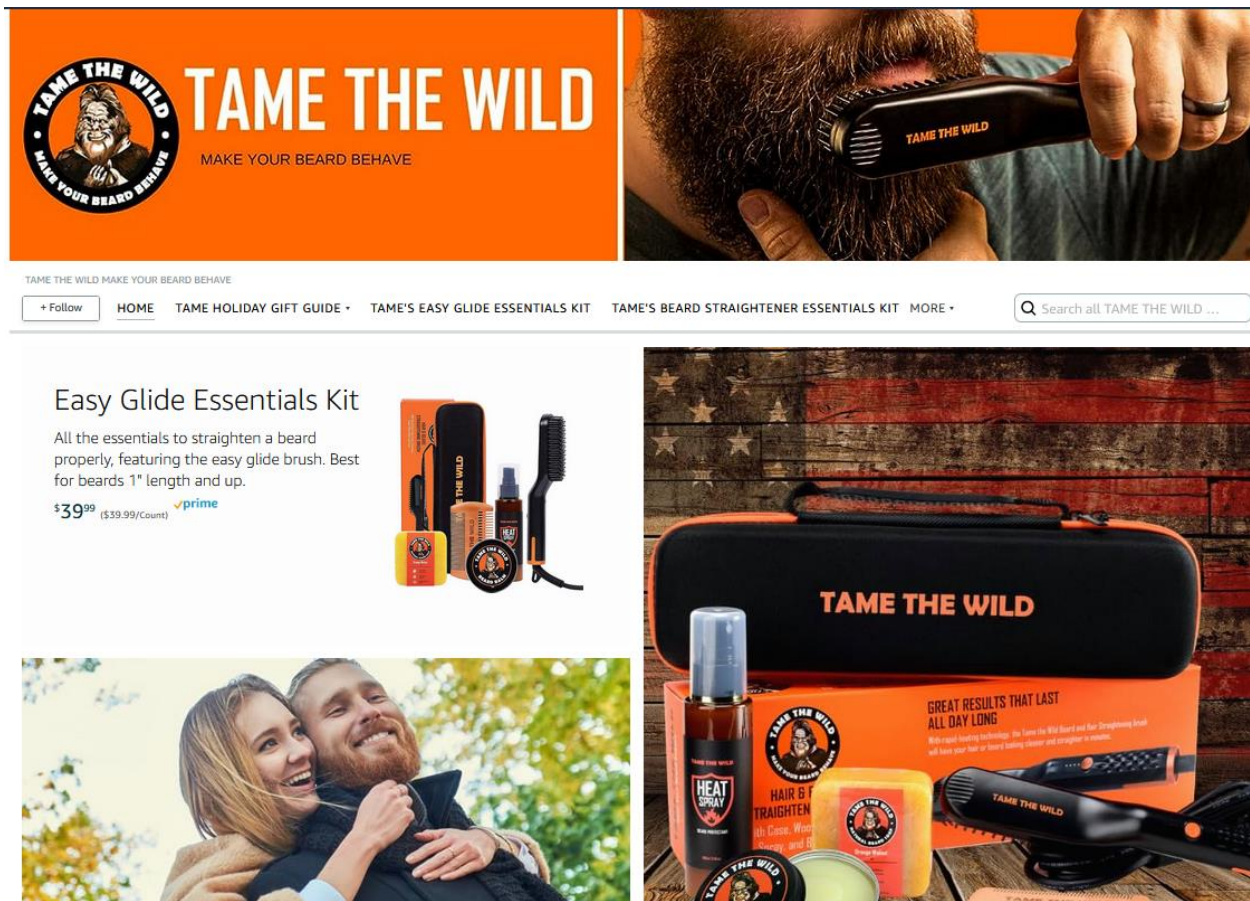


PRETEXT 25-Pack Kids Sunglasses Bulk - Neon Sunglasses with UV Protection - Bulk Sunglasses

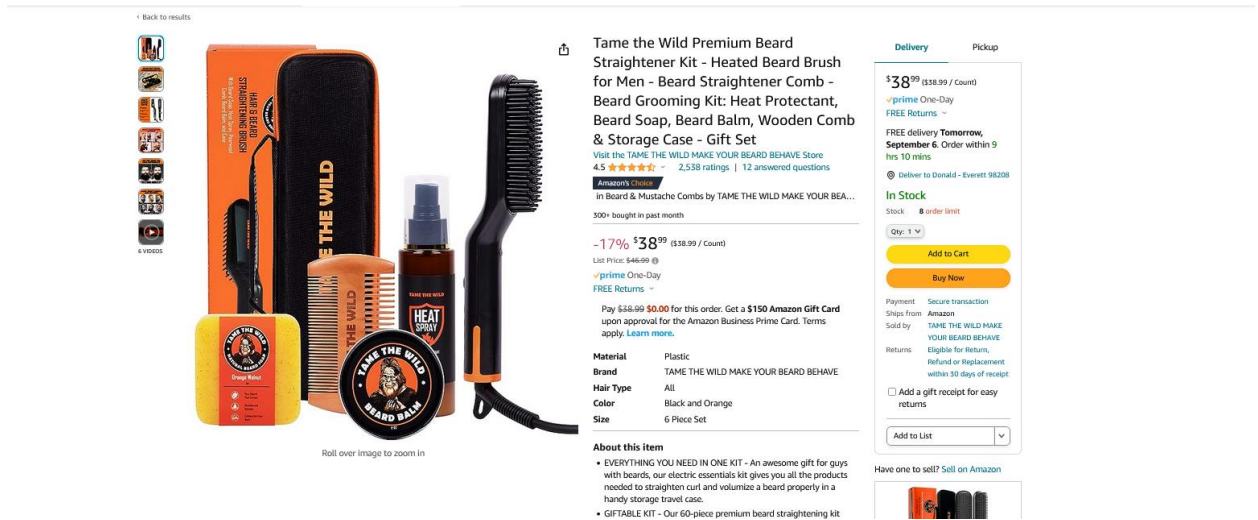
## Tame the Wild

Tame the Wild is a specialty beauty brand focused on beard care and they currently have 5 children ASINs listed – 3 of which are complete care kits.

Their top selling ASIN is their beard straightening kit which does 300 units per month. Annually they are making about 468K with an estimated profit of 40% or 187K



The screenshot displays the Tame the Wild website interface. At the top, there is a navigation bar with a logo on the left and a search bar on the right. The main content area features a product listing for the 'Easy Glide Essentials Kit'. The product description states: 'All the essentials to straighten a beard properly, featuring the easy glide brush. Best for beards 1" length and up.' The price is listed as \$39.99, with a Prime logo and a note that this is the price per count. To the right of the text is an image of the product kit, which includes a spray bottle, a brush, and a straightener. Below the product listing is a large image of a smiling couple embracing. To the right of the couple is a detailed image of the 'Tame the Wild' beard straightening kit, showing the spray bottle, brush, and straightener next to their packaging. The packaging features the brand logo and the text 'GREAT RESULTS THAT LAST ALL DAY LONG'.



**Tame the Wild Premium Beard Straightener Kit - Heated Beard Brush for Men - Beard Straightener Comb - Beard Grooming Kit: Heat Protectant, Beard Soap, Beard Balm, Wooden Comb & Storage Case - Gift Set**

Visit the TAME THE WILD MAKE YOUR BEARD BEHAVE Store  
4.5 ★★★★★ - 2,558 ratings | 12 answered questions

**Amazon's Choice**  
In Beard & Mustache Combs by TAME THE WILD MAKE YOUR BEA...

300+ bought in past month

-17% **\$38.99** (\$38.99 / Count)  
List Price: \$46.99 @

✓prime One-Day  
FREE Returns

Pay \$38.99 \$0.00 for this order. Get a **\$150 Amazon Gift Card** upon approval for the Amazon Business Prime Card. Terms apply. [Learn more.](#)

**Material** Plastic  
**Brand** TAME THE WILD MAKE YOUR BEARD BEHAVE  
**Hair Type** All  
**Color** Black and Orange  
**Size** 6 Piece Set

**About this item**

- EVERYTHING YOU NEED IN ONE KIT - An awesome gift for guys with beards, our electric essentials kit gives you all the products needed to straighten curl and volumize a beard properly in a handy storage travel case.
- GIFTABLE KIT - Our 60-piece premium beard straightening kit

**Delivery** Pickup

**\$38.99** (\$38.99 / Count)  
✓prime One-Day  
FREE Returns

FREE delivery **Tomorrow, September 6**. Order within 9 hrs 10 mins

📍 Deliver to Donald - Everett 98208

**In Stock**  
Stock: 8 order limit  
Qty: 1 ▼

**Add to Cart**  
**Buy Now**

Payment: Secure transaction  
Ships from: Amazon  
Sold by: TAME THE WILD MAKE YOUR BEARD BEHAVE  
Returns: Eligible for Return, Refund or Replacement within 30 days of receipt

Add a gift receipt for easy returns

Add to List

Have one to sell? Sell on Amazon

Tame the Wild is doing an estimated ~30K in sales on Amazon.com.

Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Reviews: Review Count	Buy Box: Current	Estimated Sales
Tame The Wild Pro Beard Straightener for Men Kit - Beard Groomin	29899	100	4.5	3690	36.99 \$	3699.00 \$
Tame The Wild Pro Beard Straightener for Men Kit - Heated Beard B	29899	100	4.5	3690	51.99 \$	5199.00 \$
Tame the Wild Premium Beard Straightener Kit - Heated Beard Brusl	39734	300	4.5	2538	38.99 \$	11697.00 \$
Tame the Wild Heat Protectant for Hair & Beards - Thermal Protect	42501	200	4.5	876	14.99 \$	2998.00 \$
Tame The Wild Pro Beard Straightener for Men - Premium Heated B	69269	200	4.4	3770	31.99 \$	6398.00 \$
						29991.00 \$

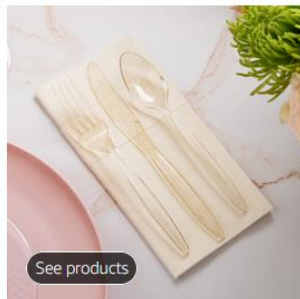
Figure 1 Sales are 30k in the US and spread across 5 ASINs. Their best-seller accounts for about 35% of sales.

They do not have a DTC site and appear to be focused on marketplace. The revenue estimate is for Amazon.com only – they are selling on Walmart for instance as well.



## PreStee

[PreStee](#) sells disposable party ware like cups, plates, tablecloths, and utensils. They sell on Amazon CA and US – annually across marketplaces sales are at 4.6M with an estimated margin of 30% or 1.3M.



Health & Household › Household Supplies › Paper & Plastic › Disposable Plates, Bowls & Cutlery › Forks



### PreStee 300 Clear Heavy Duty Plastic Forks, Heavyweight Plastic Silverware Forks, Fancy Plastic Cutlery, Elegant Disposable Forks Pack, Bulk Disposable Flatware, Plastic Utensils Set, Clear Forks Set

Visit the PreStee Store

4.8 ★★★★★ 4,082 ratings

Amazon's Choice in Disposable Forks by PreStee

4K+ bought in past month

Price: \$17.99

Pay \$12.89 \$0.00 for this order. Get a \$150 Amazon Gift Card upon approval for the Amazon Business Prime Card. Terms apply. Learn more.

May be available at a lower price from other sellers, potentially without free Prime shipping.

Size: 300 count

100 count 300 count

Color: Clear

Material: Plastic

Color: Clear

Brand: PreStee

Handle Material: Plastic

Number of Pieces: 300

#### About this item

- FORK SET - 100 disposable clear plastic forks heavy duty silverware (7") for easy post-party cleanup. Not dishwasher, microwave, and oven safe.
- DURABLE & STURDY - Made of strong and sturdy food-grade plastic, these heavy duty plastic forks are durable and BPA-free - a great value at a low price!
- CONVENIENT & REUSABLE - These disposable plastic forks are the perfect choice for parties and events.

Delivery Pickup

Subscribe & Save: 15% (35%)

\$17.99

prime

Save 10% now and up to 15% on future deliveries. Learn more

First delivery on Sep 7 change

In Stock

Qty: 1

Deliver every:

3 months (Most common)

Set Up Now

Auto-deliveries sold by PreStee and Fulfilled by Amazon

One-time purchase: \$19.99

prime Two-Day

Ships from Amazon

Sold by PreStee

Add to List

Add other items:

PreStee 12 Pack Clear Oval Plastic Disposable Serving

Bowls (6.5 x 4.5) - Dishwasher Safe

Prestee has only a few parent ASINs but over a dozen children variations. In the US they are estimated to be selling ~182K per month and when taken with amazon.ca they are doing about 202K per month.

Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Reviews: Review Count	Buy Box: Current	Estimated Sales
Prestee White/Gold Tablecloths, 12pk, 54"x108"   Gold	1754	300	4.4	4003	21.99 \$	6597.00 \$
Prestee Rose/Gold Tablecloths, 12pk, 54"x108"   Gold	1617	200	4.4	3998	14.99 \$	2998.00 \$
Prestee Black/Gold Tablecloths, 4pk, 54"x108"   Gold	1754	800	4.4	4003	8.99 \$	7192.00 \$
Prestee Rose/Gold Tablecloths, 4pk, 54"x108"   Gold	1754	400	4.4	4003	8.99 \$	3596.00 \$
Prestee Black/Gold Tablecloths, 12pk, 54"x108"   Gold	1754	200	4.4	4002	16.99 \$	3398.00 \$
Prestee White/Gold Tablecloths, 4pk, 54"x108" - Gold	1754	2000	4.4	4003	9.99 \$	19980.00 \$
4 White Plastic Tablecloth - 108 X 54 Plastic Table Cloth	1888	3000	4.2	4210	8.99 \$	26970.00 \$
4 White Round Plastic Tablecloth 84"   Disposable   White	1888	500	4.2	4210	8.99 \$	4495.00 \$
24 White Plastic Tablecloth - 108 x 54 Plastic Table Cloth	1888	200	4.2	4210	28.99 \$	5798.00 \$
Prestee 100 Anti Burst Disposable Piping Bags - 12 Inch, 100 Pieces	4112	100	4.5	2427	7.99 \$	799.00 \$
Prestee 200 Pieces Anti Burst Piping Bags - 12 Inch, 200 Pieces	4112	1000	4.5	2427	8.99 \$	8990.00 \$
Prestee 300 Silver Plastic Forks Heavy-Duty, Heavyweight	5363	100	4.8	4082	24.99 \$	2499.00 \$
Prestee 100 Black Plastic Forks Heavy-Duty, Heavyweight	5363	50	4.8	4082	9.99 \$	499.50 \$
Prestee 100 Rose Gold Plastic Forks Heavy-Duty, Heavyweight	5363	200	4.8	4082	16.99 \$	3398.00 \$
Prestee 100 Gold Plastic Forks Heavy-Duty, Heavyweight	5363	50	4.8	4082	16.99 \$	849.50 \$
Prestee 100 Silver Plastic Forks Heavy-Duty, Heavyweight	5363	200	4.8	4082	12.99 \$	2598.00 \$
Prestee 300 Gold Plastic Forks Heavy-Duty, Heavyweight	5363	50	4.8	4082	33.99 \$	1699.50 \$
Prestee 100 White Plastic Forks Heavy-Duty, Heavyweight	5363	50	4.8	4082	9.99 \$	499.50 \$
Prestee 300 Clear Heavy Duty Plastic Forks, Heavyweight	5363	4000	4.8	4082	19.99 \$	79960.00 \$
						182816.00 \$

Figure 2 Prestee has 19 children ASINs, their best-seller is the Prestee 300 Clear Heavy Duty forks at 4000 units per month and 43% of total revenue

## ZapIt

Zap it – true to its brand makes bug zapping rackets you use to swat flies. They also have a line of mosquito / bug zappers that don't require you to swat at the bugs. They are listed in both US and CA Amazon markets and do about 600K in revenue per month. The products have fairly high ASP given how simple they are and a 40% margin was used to estimate profit. Annual estimated revenue for Zap It is 7.2M and an estimated 2.88M profit.



ZAP IT

+ Follow

HOME

TWIN PACKS

SINGLE RACKETS

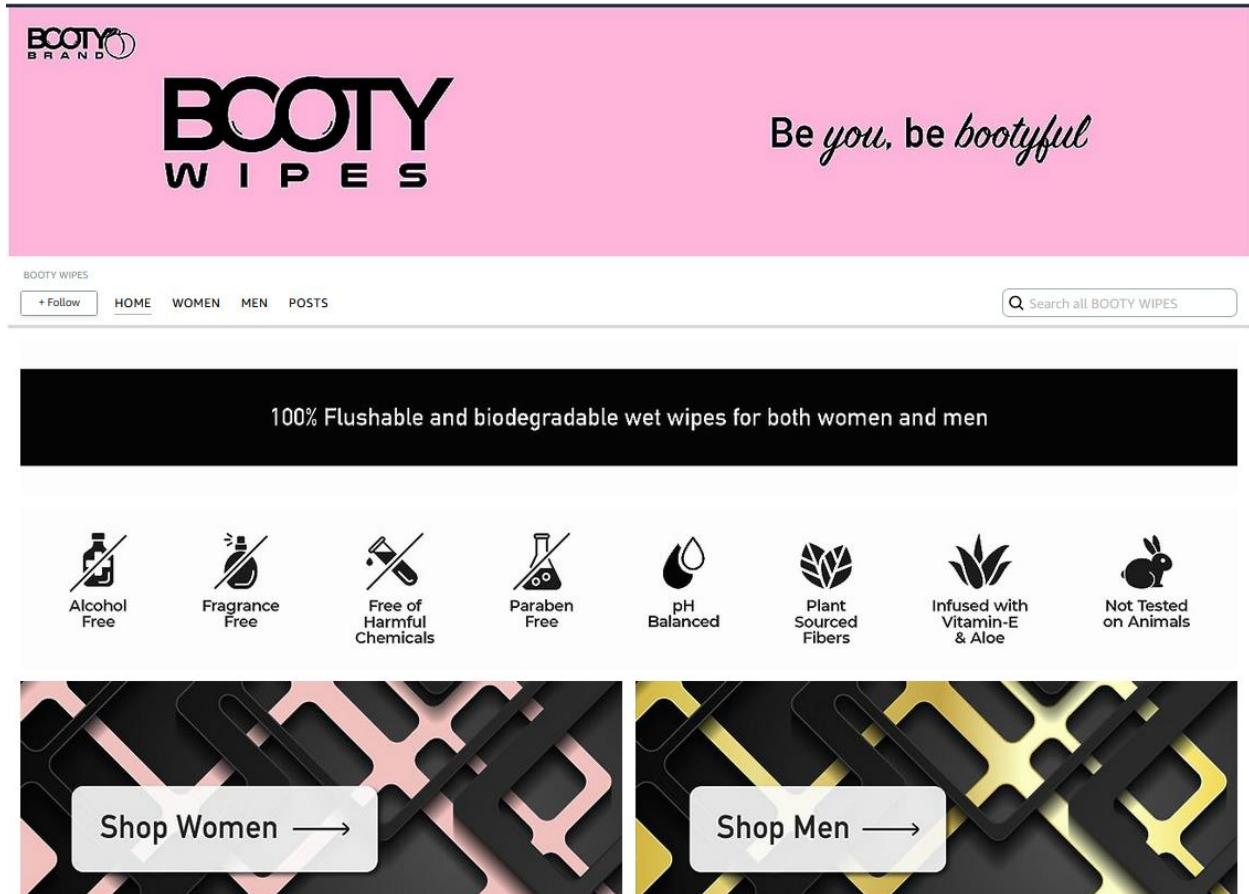
BATTERY POWERED

Search all ZAP IT



## BootyWipes

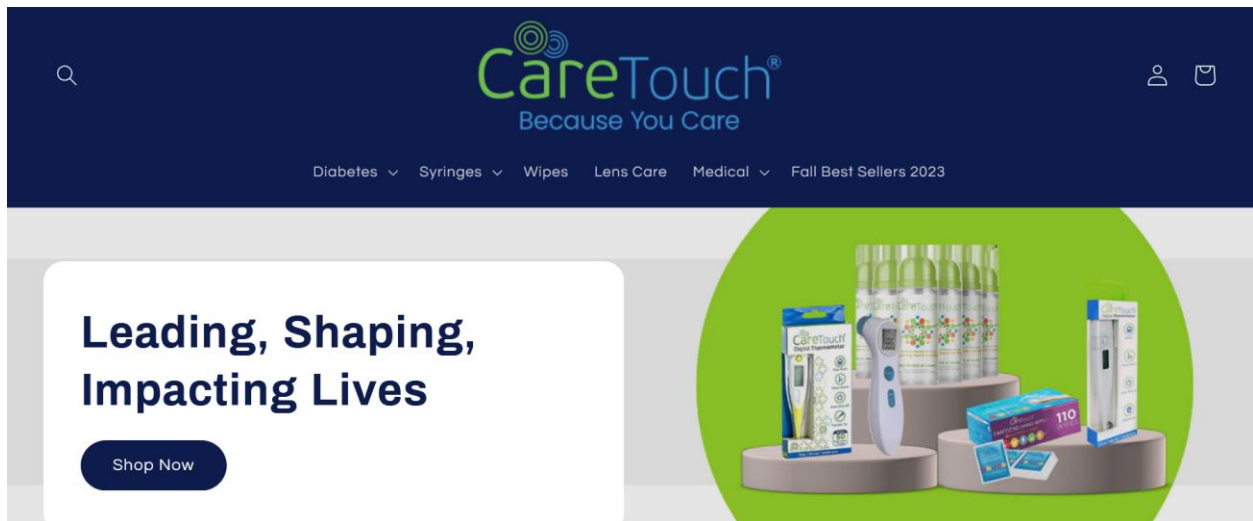
BootyWipes are a flushable wipe product targeted both at men and women. Most notably they are following other brands like DudeWipes and putting a lot of branding behind their products. Estimated monthly revenue is 227K with an estimated margin of 30%. They are doing 2.7M revenue annually with an estimated profit of 817K.



The screenshot shows the website for BootyWipes. At the top left is the logo "BOOTY BRAND" with a circular icon. The main header features the text "BOOTY WIPES" in a large, bold, black font, and the slogan "Be you, be bootyful" in a cursive font to the right. Below the header is a navigation bar with a "+ Follow" button, menu items "HOME", "WOMEN", "MEN", and "POSTS", and a search bar containing "Search all BOOTY WIPES". A black banner below the navigation bar states "100% Flushable and biodegradable wet wipes for both women and men". Underneath this banner is a row of eight icons with corresponding text: "Alcohol Free" (bottle with slash), "Fragrance Free" (perfume bottle with slash), "Free of Harmful Chemicals" (test tube with slash), "Paraben Free" (flask with slash), "pH Balanced" (water drop), "Plant Sourced Fibers" (leaves), "Infused with Vitamin-E & Aloe" (plant leaves), and "Not Tested on Animals" (rabbit). At the bottom, there are two large buttons: "Shop Women" with a right-pointing arrow on a pink and black geometric background, and "Shop Men" with a right-pointing arrow on a yellow and black geometric background.

## CareTouch

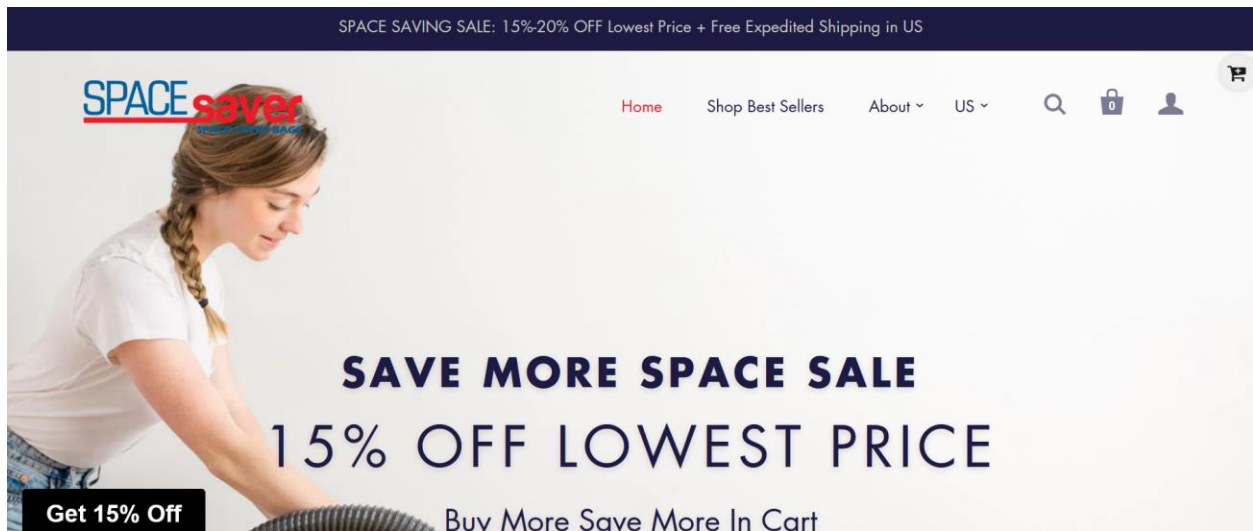
CareTouch is a small medical supplies company but a fair number of their SKUs are cleaning related as well (lens cleaners for example). They have an extremely low ASP on most SKUs but quite a lot of revenue with volume. They are doing about 1M in revenue a month but its unlikely their margin is better than 15%. Annually this is 12M with 1.8M profit.



## Space Saver

Space Saver sells vacuum bags for storage and various kits to do vacuum packing of home goods. They are in a competitive market but seem to be able to sustain sales at a reasonable price. Estimated a 30% margin for this company, they do about 377K a month in revenue on Amazon. Annually this equates to 4.5M revenue and 1.35 profit.

SPACE SAVING SALE: 15%-20% OFF Lowest Price + Free Expedited Shipping in US



The banner features a woman in a white t-shirt and jeans vacuuming a rug. The Space Saver logo is in the top left, and navigation links (Home, Shop Best Sellers, About, US) and icons (search, cart, user) are in the top right.

**SPACEsaver**  
need space? make it.

Home Shop Best Sellers About US

**SAVE MORE SPACE SALE**  
**15% OFF LOWEST PRICE**

**Get 15% Off** Buy More Save More In Cart

## Open Seed Vault

Open Seed Vault is the smallest of the Perch brands with just 2 SKUs and an estimated annual revenue of 187K. With a 40% margin this brand would be profiting about 75K a year.



(12) Variety Pack Herb Garden Seeds | Basil, Cilantro, Parsley & More | ~4,000 Non GMO Heirloom Seeds | Survival Food for Survival...

★★★★★ 2,270

- 100% USA HEIRLOOM, OPEN POLLINATED, NON HYBRID, raw, chemically Untreated garden herb vegetable seeds. Our seeds have NEVER been sourced from Monsanto and never will be! Our Survival seeds make great gardener gifts for women

Show more



One-time purchase:

**\$16<sup>99</sup>** (\$1.42/item)

 **prime**

Get it by tomorrow, October 3

[See all details](#)

[Add to Cart](#)

Sold by Magnolia Bloom Brands and Fulfilled by Amazon.

### Summary: Total revenue & Profit

For the 11 brands Perch lists on their site – it totals up to 60M in retail revenue with a good case scenario of 18M in net. If Perch has private debt of any kind in the current interest rate market they could be upside down even in the good case scenario.

While some of the brands are particular small – all of them are small. Only 2 of the 11 brands break the traditional 10M mark – I would not personally want to acquire below this mark with VC money and an expected return as an operator.

Brand	Revenue	Profit
Cali White	\$700,000	\$70,000
Satina	\$7,535,000	\$1,500,000
Magic Sleep Suit	\$8,400,000	\$3,400,000
PrexTex	\$12,000,000	\$4,800,000
Tame The Wild	\$468,000	\$187,000
PresTee	\$4,600,000	\$1,300,000
ZapIt	\$7,200,000	\$2,880,000
BootyWipes	\$2,700,000	\$817,000
CareTouch	\$12,000,000	\$1,800,000
SpaceSaver	\$4,500,000	\$1,350,000
Open Seed Vault	\$187,000	\$75,000
<b>Total</b>	<b>\$60,290,000</b>	<b>\$18,179,000</b>



