



# Thrasio November Report

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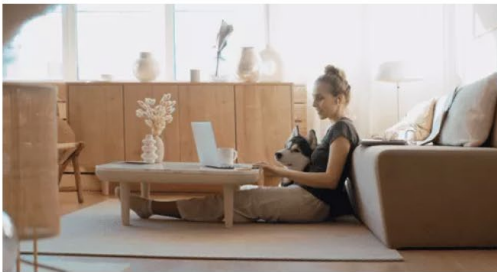
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## Introduction

In the November Amazon Aggregator survey, [PNW Web Marketing](#) reviewed Thrasio's known brands and current estimated revenues of known brands.

# Explore Some Of Our Brands

[Home](#) [Cleaning](#) [Kids Activities](#) [Culinary](#) [Outdoor](#) [Fitness](#)



[Beckham Hotel Collection](#)

[Veva](#)

[Katchy](#)

[Guardline](#)

## Summary

In total this report reviews 23 of Thrasio's brands, over 500 ASINs and an estimated 266 million in revenue per year. We estimated a blended net profit of 33% which puts them at an annual net profit of 88 million or a 2.6% return on 3.4 billion. This assumes many things obviously, first and foremost its unlikely that Thrasio doesn't have some debt facility in addition to undisclosed assets.

However, with all of these assumptions a few things become clear:

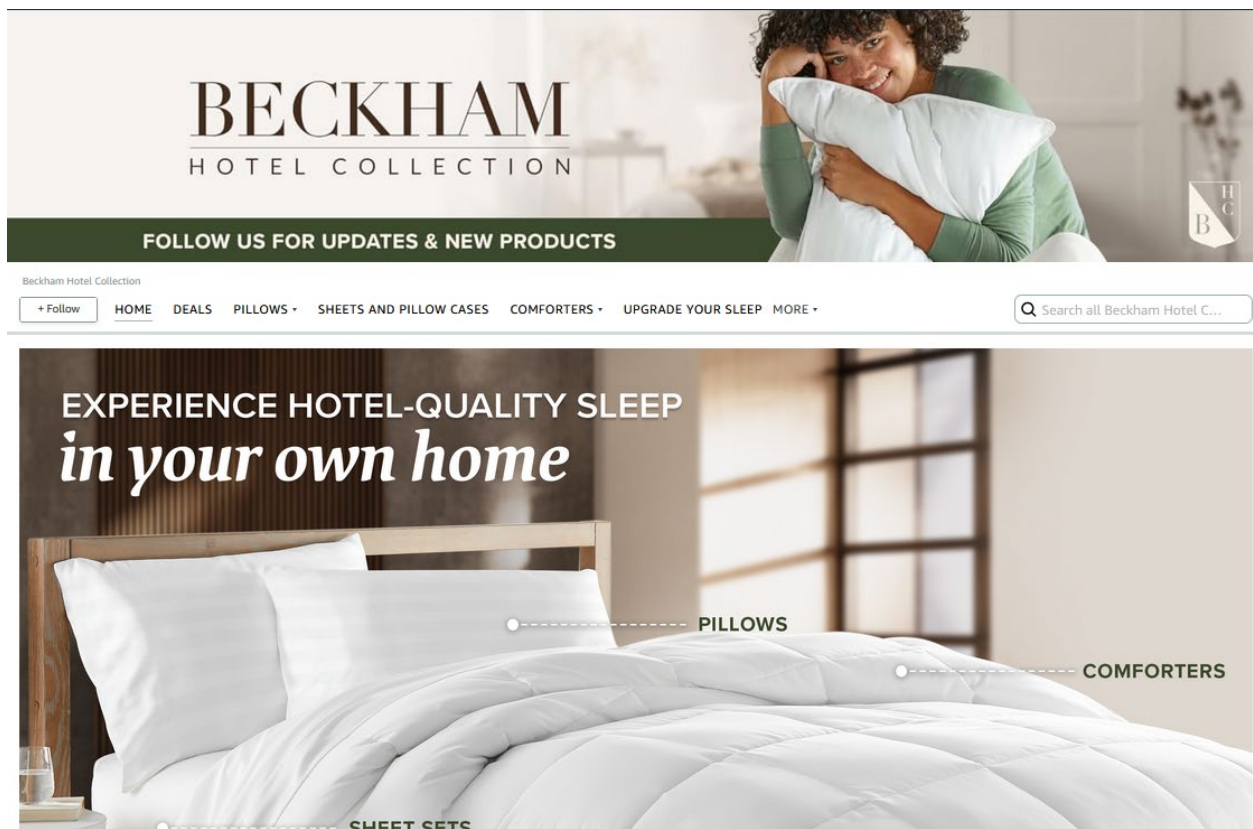
1. Scale did not save Thrasio and having more capital seems to have sunk them as much as anything.
2. Investors have realized they are never going to get the kind of return they were promised.

Brand	Estimated Revenue	Estimated Profit	# of ASINs
Beckham	\$120,000,000	\$48,000,000	15
Veva	\$7,100,000	\$1,800,000	44
Katchy	\$21,600,000	\$6,500,000	10
Guardline	\$1,200,000	\$480,000	10
Angry Orange	\$15,000,000	\$3,000,000	16
Turbo Mops	\$2,500,000	\$375,000	12
ThisWorx	\$30,800,000	\$7,700,000	4
Giggle 'N Go	\$850,000	\$300,000	6
Mendini by Cecilio	\$2,400,000	\$1,000,000	17
Chalktastic	\$365,000	\$37,000	5
Laegendary	\$3,500,000	\$1,400,000	19
Willow & Everett	\$2,500,000	\$750,000	18
Thirteen Chefs	\$6,400,000	\$1,600,000	54
Kizen	\$12,500,000	\$2,500,000	11
Modern Mixology	\$643,000	\$193,000	12
Wise Owl			
Outfitters	\$6,800,000	\$2,000,000	114
Glow City	\$11,800,000	\$3,400,000	17
TrailBuddy	\$3,100,000	\$930,000	14
EEZ-Y	\$1,000,000	\$250,000	19
URBNFit	\$2,500,000	\$500,000	64
Bikeroo	\$1,200,000	\$300,000	19
Cloud Massage	\$12,000,000	\$4,800,000	3
Vybe	\$600,000	\$210,000	5
	\$266,358,000	\$88,025,000	508

## Beckham Hotel Collection

The Beckham Hotel Collection has 15 ASINs focused on bedroom pillows and linens. They do a lot of business on their top 2 ASINs which do a combined nearly 10 million a month. Both ASINs are pillows and its fair to say given how much of their revenue is concentrated in them that they are primarily a pillow brand. Annually they do just over 120M a year, of which 119M comes from pillows.

Beckham's pillows command a good price and their business looks healthy with an ASP over \$60. Assuming they are taking a 40% net they would be doing 48M profit per year on basically 2 ASINs.



**BECKHAM**  
HOTEL COLLECTION

FOLLOW US FOR UPDATES & NEW PRODUCTS

Beckham Hotel Collection

+ Follow HOME DEALS PILLOWS SHEETS AND PILLOW CASES COMFORTERS UPGRADE YOUR SLEEP MORE

Search all Beckham Hotel C...

EXPERIENCE HOTEL-QUALITY SLEEP  
*in your own home*

PILLOWS

COMFORTERS

SHEET SETS

## Veva

Veva sells air purifiers, humidifiers, vacuum bags, and air filters. They have 44 ASINs with an average ASP over 61 dollars and sell about \$595,000 per month. Their hero ASIN an large room air purifier does 298,000 or 50% of revenue. Veva does about 7.1 M a year with an estimated margin of 25% or ~ 1.8M of net.



The screenshot shows the Veva website homepage. At the top left is the Veva logo with the tagline "advanced filters". To the right is a photograph of a woman sitting on a white sofa reading a book, with a Veva air purifier on a side table. Below the logo is a yellow banner that says "FOLLOW US FOR NEW PRODUCTS & UPDATES!". The navigation bar includes a "+ Follow" button, a search bar with "Search all VEVA", and menu items for HOME, PREMIUM AIR PURIFIERS, AIR FILTERS, VACUUM BAGS, VACUUM FILTERS, HUMIDIFIERS, and MINI DEHUMIDIFIER. The main content area features a yellow banner for "MINI DEHUMIDIFIER" with the subtext "Perfect for small spaces" and a photograph of the device. To the right is a blue banner with the Veva logo and the text "EASY, EFFECTIVE & EFFICIENT DEHUMIDIFICATION".

## Katchy

Katchy sells indoor insect and mosquito traps. They have 10 SKUs which includes refills for their traps. Overall Katchy has managed to keep a relatively high ASAP of \$36 and still have a high base revenue of just over 1.8 million a month. Annually Katchy does about 21.6 million of revenue across its catalog. With a 30% profit margin Katchy is bringing in an estimated 6.5 million.



KATCHY

+ Follow

HOME

KATCHY DUO

KATCHY AUTO

KATCHY MANUAL

GLUE BOARDS

POSTS

Search all KATCHY



Katchy Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, Fruit Flies - Non-Zapper Traps for Inside Your Home - Catch...

★★★★★ 108,615

Style (5):  
Original

Color (2):  
Black

\$39<sup>99</sup>

prime

• Triple trapping power: a UV light, powerful fan, and sticky glue board combines to be an effective way for how to get rid of fruit flies, gnats, and other small bugs. Simply turn on/off when needed.

Show more

See all details

Add to Cart


Sold by Antiope Corp and Fulfilled by Amazon.




## Guardline

Guardline sells a motion detection and alarm system. They have 10 SKUs which cover some of their variations (different range, 1 color variation, packing). Guardline is a premium product – with an ASP of \$94 and a lower revenue 1.2M per year we estimate 40% net at \$480,000.



 Guardline


[+ Follow](#) [HOME](#) [1/4 MILE RANGE](#) [500 FT RANGE](#) [HOW IT WORKS](#) [ADD-ONS](#) [POSTS](#)



### Reliable + Dependable


- True and realistic wireless range claims\*
- Reliable alerts
- Passive infrared technology picks up motion AND heat

\*We market and test the real distance of our products with regular interference (like measuring range/distance when your receiver is inside your home).



### Expandable + Customizable

- Set includes one sensor and one receiver
- Expandable up to 16 sensors and unlimited receivers for complete coverage of your perimeter
- Over 30 chimes and adjustable volume



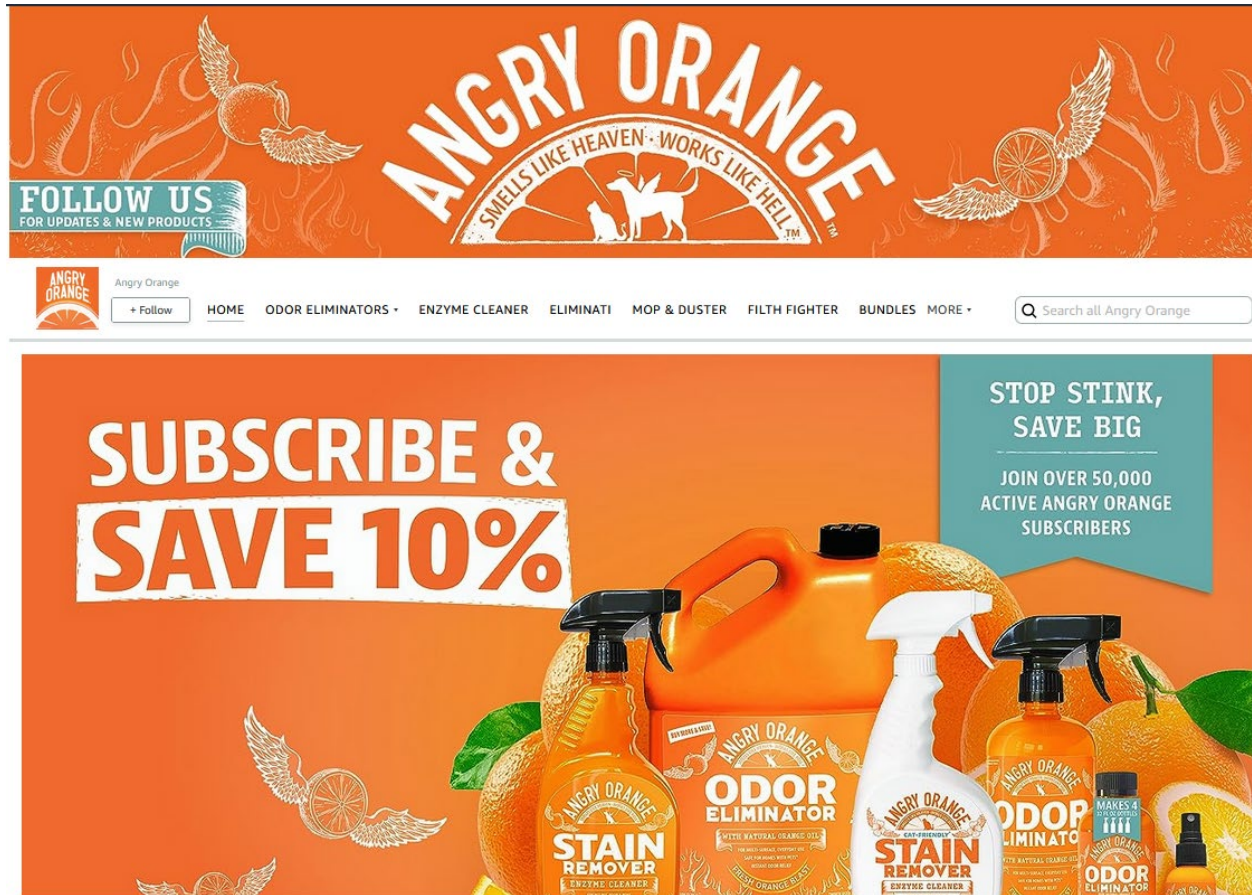
### Super Easy Installation

- Plug-and-play device
- Sets up in minutes
- No WiFi required



## Angry Orange

Angry Orange sells a line of cleaning products specifically for pets, urine, stains and odors. Angry Orange has 16 active SKUs doing 1.2 million per month and just over 15 million per year. Angry Orange has an ASPs of \$23. With a 20% net Angry Orange would be making 3 million a year.

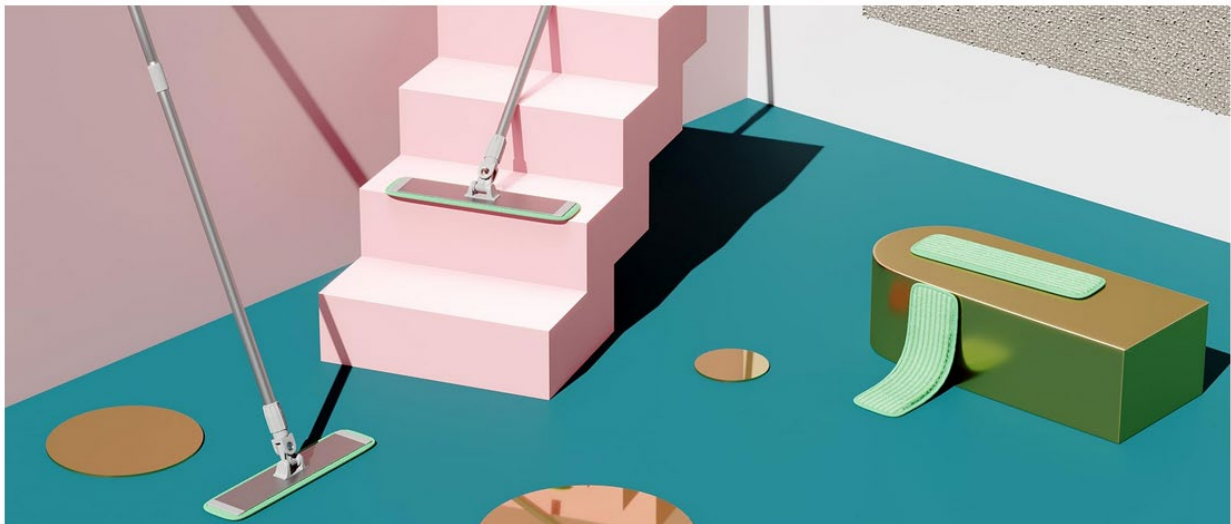
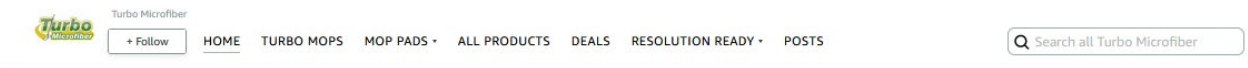
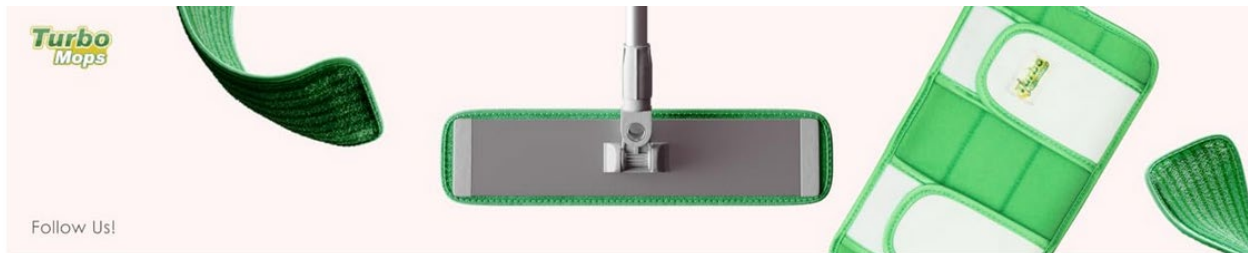


The image shows a screenshot of the Angry Orange website. At the top, there is a navigation bar with the following items: HOME, ODOR ELIMINATORS, ENZYME CLEANER, ELIMINATI, MOP & DUSTER, FILTH FIGHTER, BUNDLES, MORE. A search bar on the right contains the text "Search all Angry Orange".

The main banner features a large orange background with the text "SUBSCRIBE & SAVE 10%" in white and red. To the right, a teal box contains the text "STOP STINK, SAVE BIG" and "JOIN OVER 50,000 ACTIVE ANGRY ORANGE SUBSCRIBERS". The banner also displays several Angry Orange cleaning products, including a large orange jug of "ODOR ELIMINATOR" and several spray bottles of "STAIN REMOVER". The products are surrounded by oranges and decorative elements like a winged orange slice.

## Turbo Mops

Turbo Mops are similar to Swiffer mops and they sell compatible refills for both products. Overall they have 12 SKUs and do about 2.5 million of revenue per year. Turbo mops is playing in a low ASP space, theirs is \$15.44. At 15% estimated net they would be bringing in 375K a year profit.



## ThisWorx

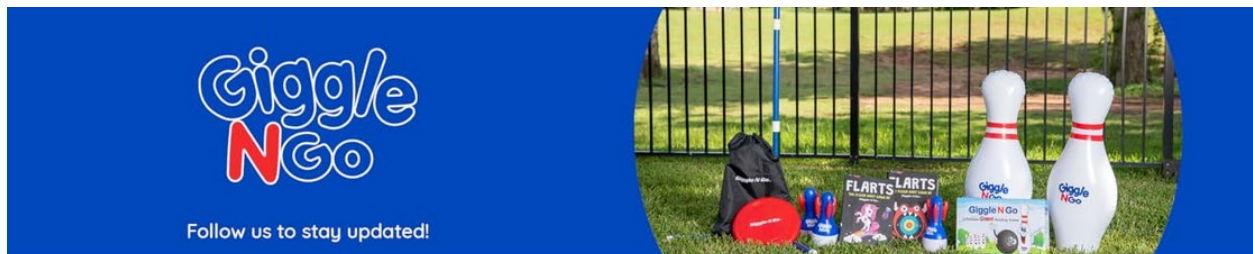
ThisWorx sells a large volume of hand-held vacuum cleaners specifically for cars. Over 4 SKUS ThisWorx does 30.8 million a year. Their ASP is \$32 and they have an estimated net of 25% which would mean it is bringing in 7.7 million net per year.





## Giggle 'N Go

Giggle 'N Go sells half a dozen children's SKUs doing 850K per year with an ASP of \$32.37. Estimating their margin at 35% they are bringing in 300K per year net.




The banner features the Giggle 'N Go logo on the left and a photograph of various products including a red disc, a box of 'FLARTS LARTS', and two large white bowling pins on the right. Below the logo is the text 'Follow us to stay updated!'.


GIGGLE N GO

[+ Follow](#) [HOME](#) [DISC TOSS](#) [THE ORIGINAL FLARTS](#) [GIANT BOWLING](#) [LIMBO](#) [DARTS](#) [ALL PRODUCTS](#) [POSTS](#)


## Perfect For the Whole Family




Disc Toss



The Original Flarts



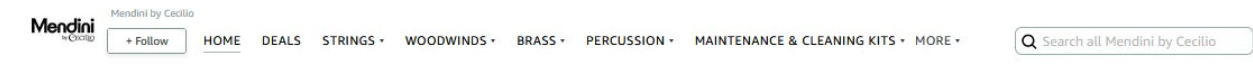
Giant Bowling



Limbo

## Mendini by Cecilio

Mendini by Cecilio sells musical instruments, for kids and those learning for the first time. Their instruments are affordable for beginner musicians. They sell 2.4 million per year with a high ASP of \$134.23 (17 ASINs). Estimating 40% net Mendini brings in 1 million net a year.



## Chalktastic

Chalktastic sells a type of washable chalk pen that kids can use to draw just like chalk. They have a facepainting sku as well, in total they have 5 SKUs with 365K of revenue annually. They have a low ASP at \$12.40. With a 10% margin Chalktastic would be making 37K per year.



ChalkTatsic (CIWOR)

+ Follow

HOME

ABOUT US

CHALK MARKERS

FACE PAINTS

ACRYLIC PAINT PENS

POSTS

Q Search all ChalkTatsic (CIWOR)

Filter by

In stock



Subscribe & Save

Chalkboard Markers Set of 8 Washable, Erasable Chalk Ink Dry Erase Pens for...

★★★★★ 14,155

\$6<sup>99</sup> (\$0.87/Count)

\$10.08 (31% off)

prime

Add to Cart



Subscribe & Save

CHALK MARKERS By FANTASTIC MEGA 18 Pack, BEST Art, Menu Board Bistro Boards -...

★★★★★ 14,155

\$12<sup>99</sup> \$20.25 (36% off)

prime

Add to Cart



Subscribe & Save

Colorful Art Co. Chalk Markers, Chalkboard Markers with Reversible 7mm Fine or Chisel...

★★★★★ 1,017

\$9<sup>49</sup> (\$2.37/Count)

\$25.99 (63% off)

prime

Add to Cart



Colorful Art Co. Face Paint Kit for Kids - Pack of 12 Water-Based Paints with 3 Painting...

★★★★★ 1,040

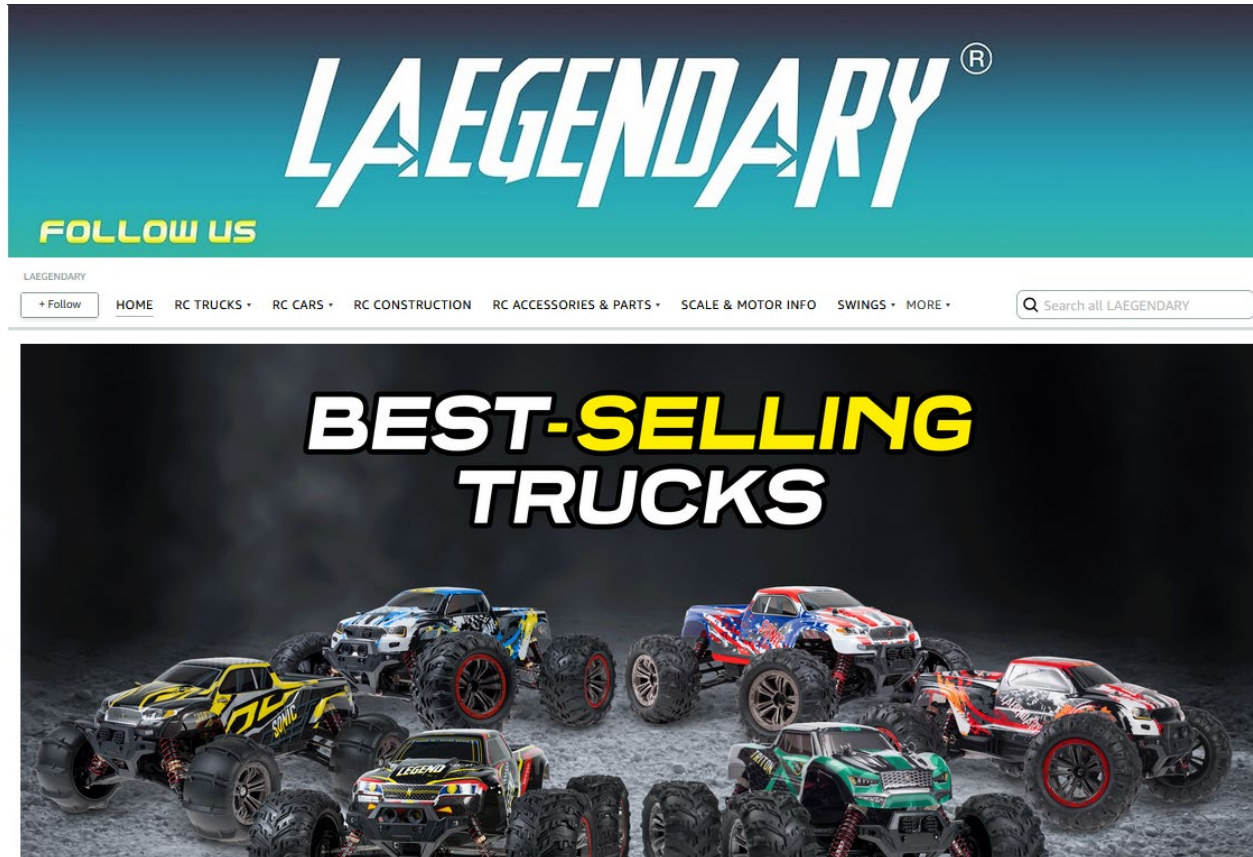
\$11<sup>75</sup> (\$11.75/Count)

prime

Add to Cart

## Laegendary

Laegendary makes hobby RC cars, and trucks with 19 SKUs. Laegendary has a revenue of about 3.5 million a year with an ASP of \$131.60. At a 40% net it would be bringing in 1.4 million per year.

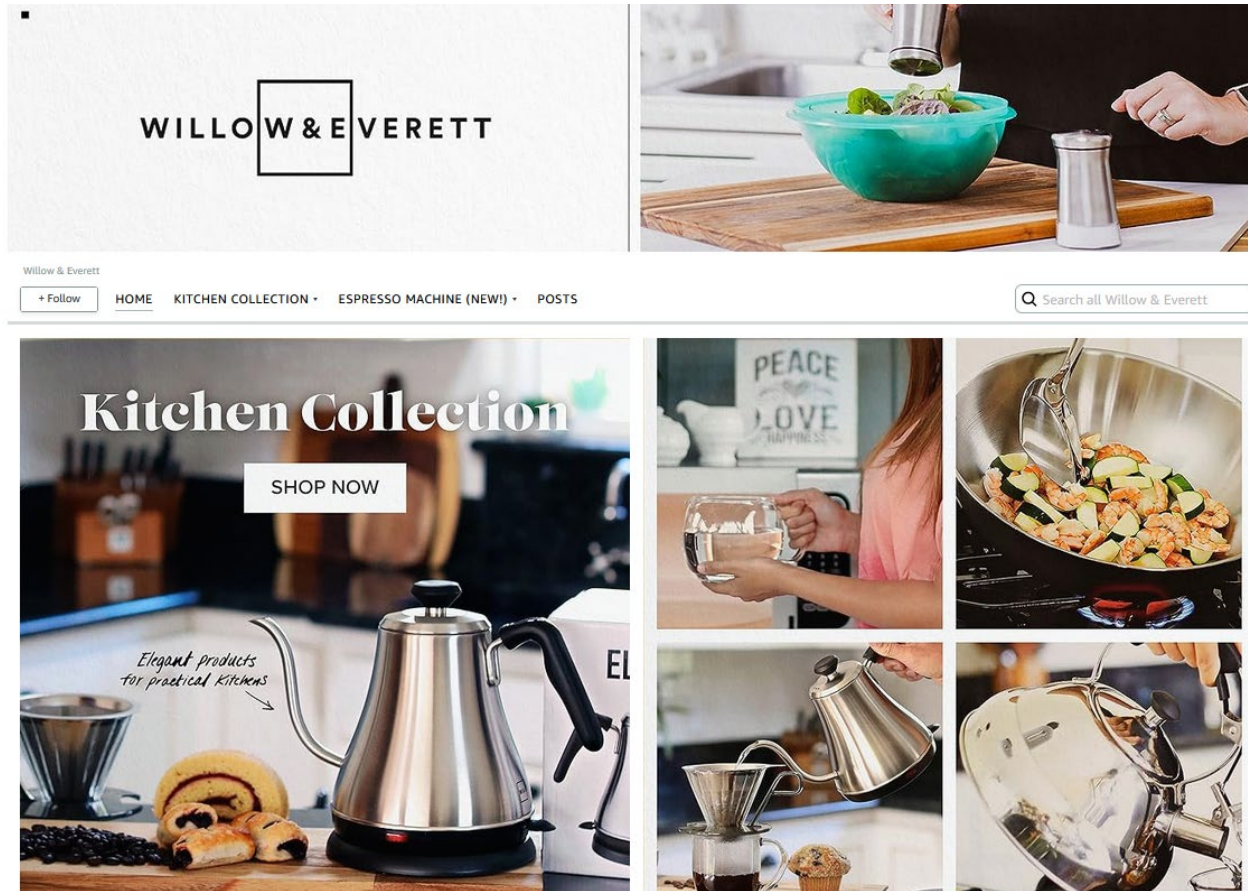


The image shows a screenshot of the Laegendary website. At the top, there is a large banner with the word "LAEGENDARY" in a stylized, white, italicized font with a registered trademark symbol. Below the banner, the text "FOLLOW US" is written in yellow. The navigation menu includes links for "HOME", "RC TRUCKS", "RC CARS", "RC CONSTRUCTION", "RC ACCESSORIES & PARTS", "SCALE & MOTOR INFO", "SWINGS", and "MORE". A search bar is located on the right side of the navigation menu. The main content area features a large banner with the text "BEST-SELLING TRUCKS" in bold, white and yellow letters. Below the text, there is a collection of various RC trucks, including a yellow and black truck, a blue and white truck, a red and white truck, and a green and black truck, all displayed on a dark, textured background.



## Willow & Everett

Willow & Everett sells a few SKUs for the kitchen, like a hot water kettle, tea kettle, and salt. They have a revenue of about 2.5M a year, and an ASP of \$25.40 (18 ASINs). With a 30% margin they are bringing in 750K per year.



The screenshot displays the Willow & Everett website. At the top left is the brand logo "WILLOW & EVERETT" with a square icon around the ampersand. To the right is a photograph of a person's hands pouring liquid from a silver kettle into a teal bowl on a wooden cutting board. Below the logo is a navigation menu with links for "+ Follow", "HOME", "KITCHEN COLLECTION", "ESPRESSO MACHINE (NEW!)", and "POSTS". A search bar on the right contains the text "Search all Willow & Everett". The main content area features a large banner for the "Kitchen Collection" with a "SHOP NOW" button. The banner includes the text "Elegant products for practical kitchens" with an arrow pointing to a silver gooseneck kettle. To the right of the banner is a grid of four smaller images: a person holding a glass of water, a person pouring liquid into a pan with vegetables, a person pouring liquid into a coffee filter, and a close-up of a silver kettle.

## Thirteen Chefs


Thirteen Chefs sells cutting boards, mineral oil and other kitchen accessories. Their estimated revenue is 6.4 million with an ASP of \$22.81. They have 54 ASINs in their catalog, with an estimated 25% margin they are making 1.6 million per year.



**Restores & Protects**

Prevents cracking and drying. Perfect for wood cutting boards, granite, soapstone, knives, garden equipment and more!

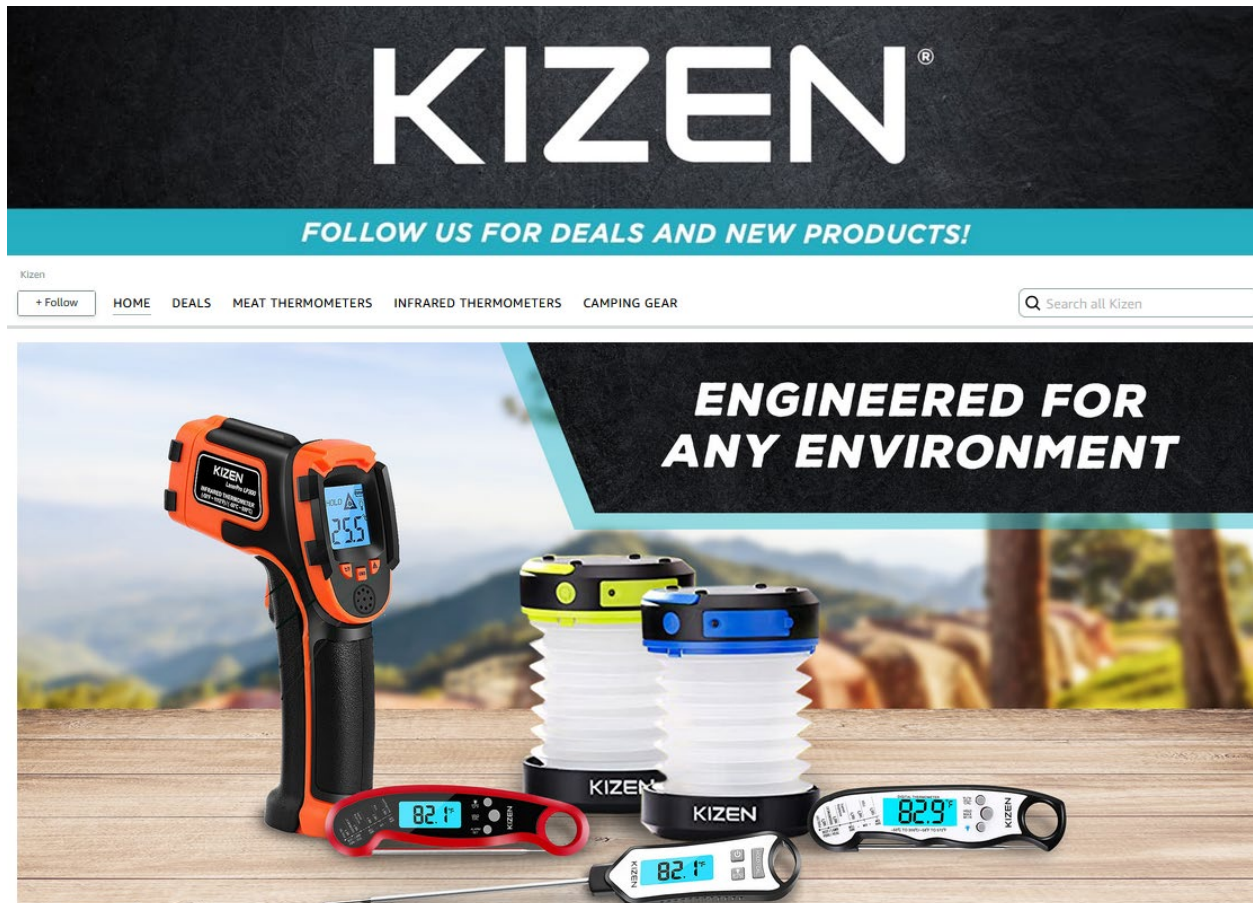
[Shop Now](#)



Our food grade mineral oil restores and revitalizes your kitchen ware like new. You can use it on all your tools, from bamboo cutting boards and wooden kitchen utensils to salad bowls and more.

## Kizen

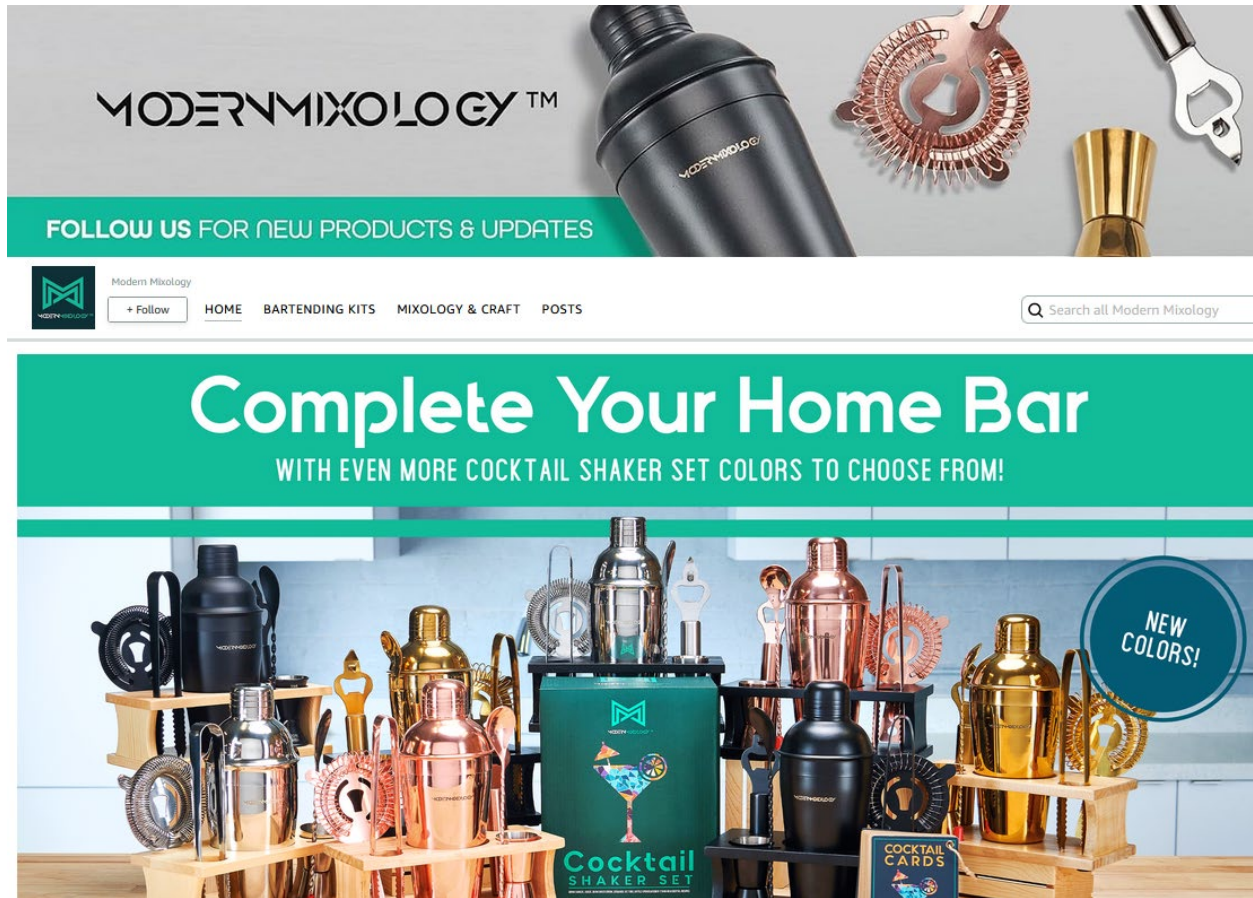
Kizen makes a few different types of thermometers for the kitchen and LED camping lights. Despite the small catalog Kizen has an estimated revenue of 12.5 million at an ASP of \$19.08 (11 ASINs). Estimating 20% margin places their net at 2.5 million.





## Mixology

Modern Mixology sells bar tending kits and cocktail shakers. They have an estimated annual revenue of 643K and an ASP of \$33.49 over 12 ASINs. With an estimated 30% margin it is bringing in 193K per year.



MODERN MIXOLOGY™

FOLLOW US FOR NEW PRODUCTS & UPDATES

Modern Mixology

+ Follow HOME BARTENDING KITS MIXOLOGY & CRAFT POSTS

Search all Modern Mixology

# Complete Your Home Bar

WITH EVEN MORE COCKTAIL SHAKER SET COLORS TO CHOOSE FROM!

NEW COLORS!

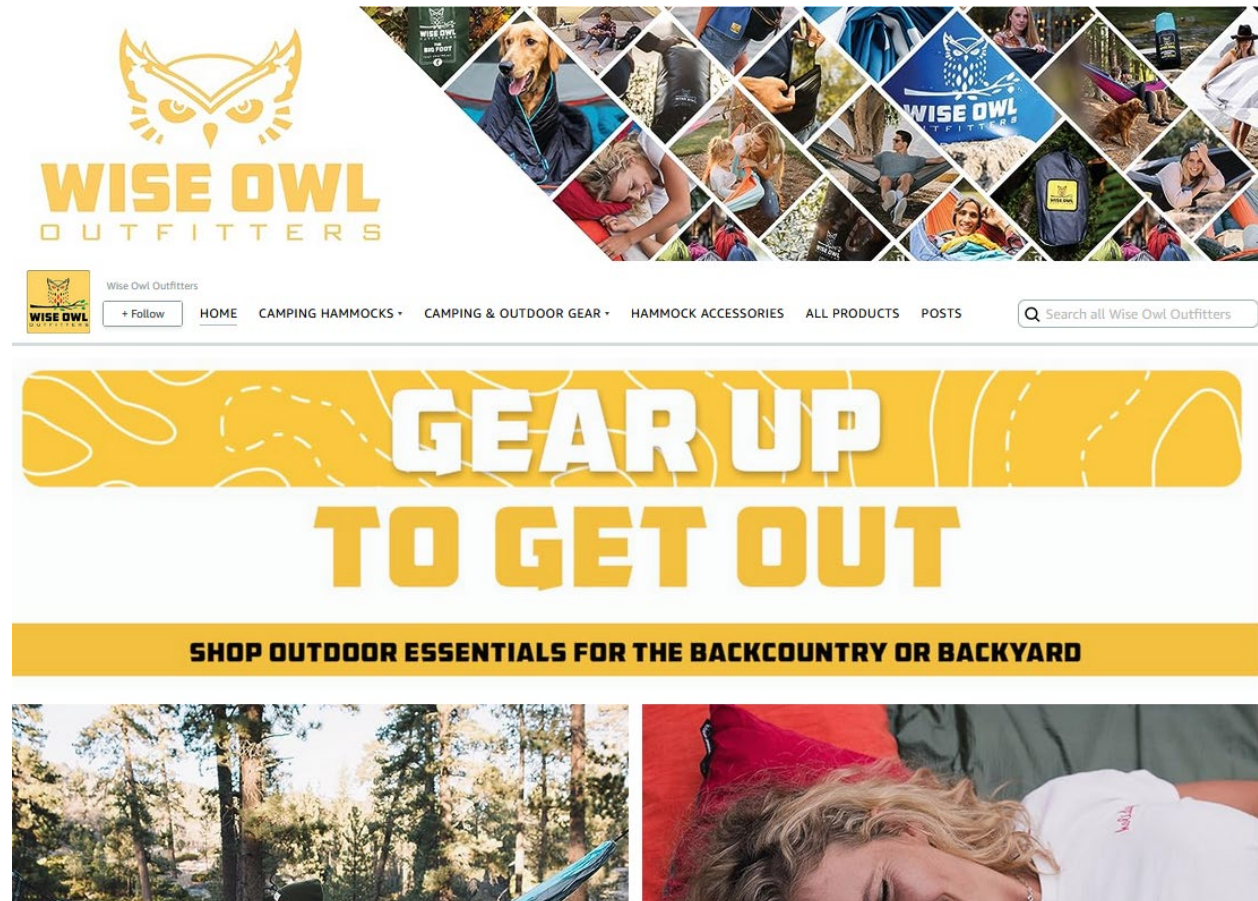
Cocktail SHAKER SET

COCKTAIL CARDS

The advertisement features a collection of Modern Mixology bar tools, including cocktail shakers in black, gold, and copper finishes, along with bar strainers and jiggers. The items are displayed on wooden bar carts. A central product box for a 'Cocktail Shaker Set' is visible, and a circular badge highlights 'NEW COLORS!'. The background is a clean, light-colored kitchen setting.

## Wise Owl Outfitters

Wise Owl Outfitters sells travel pillows, hammocks and other camping gear. They have 114 active SKUs, an estimated revenue of 6.8 million and an ASP of \$31.87. With an estimated margin of 30% Wise owl is bringing in 2 million.



The image shows the top portion of the Wise Owl Outfitters website. On the left is the brand logo, a stylized owl head in yellow and orange, with the text "WISE OWL OUTFITTERS" below it. To the right is a collage of various outdoor scenes: a dog in a hammock, people camping, a person in a hammock, and a person in a hammock. Below the logo and collage is a navigation bar with a search box and several menu items: "+ Follow", "HOME", "CAMPING HAMMOCKS", "CAMPING & OUTDOOR GEAR", "HAMMOCK ACCESSORIES", "ALL PRODUCTS", and "POSTS". The search box contains the text "Search all Wise Owl Outfitters". Below the navigation bar is a large yellow banner with the text "GEAR UP TO GET OUT" in white and yellow. Underneath the banner is a yellow bar with the text "SHOP OUTDOOR ESSENTIALS FOR THE BACKCOUNTRY OR BACKYARD". At the bottom of the image are two smaller images: a forest scene and a person lying in a hammock.

## Glow City

Glow City sells glow in the dark / light up sports balls, with 17 SKUs they do an estimated revenue of 11.8 million. Quite a tidy sum for this niche, their ASP is not bad at \$25.81. With an estimated 30% margin it would be bringing in 3.4 million profit.





## TrailBuddy

TrailBuddy makes hiking poles, a few different models and has an estimated revenue of 3.1 million per year. They have 14 SKUs and an ASP of \$36.74. At 30% margin it is bringing in 930K per year.

The screenshot shows the TrailBuddy website homepage. At the top is a hero banner with the TrailBuddy logo (a mountain peak) and the tagline "TrailBuddy GEAR FOR YOUR ADVENTURES". Below the banner is a navigation bar with a search bar and menu items: HOME, TREKKING POLES, CAMPING TABLE, POLE TIPS, SHOP ALL, ABOUT US, and POSTS. The main content area features three promotional tiles. The left tile shows a man on a mountain with the text "TREK TO NEW HEIGHTS" and "STURDY TREKKING POLES". The middle tile shows a backpack with poles and a pole tip, with the text "POLES & POLE TIPS" and a "See products" button. The right tile has a green background with the text "BETTER. STRONGER." and "Engineered from lightweight, aircraft-grade aluminum".



## EEZ-Y

EEZ-Y sells Umbrellas with 19 SKUs they do 1M estimated revenue per year at an ASP of \$19.63. With an estimated 25% margin it brings in 250K.



EEZ-Y Premium Products  
HOME TRAVEL UMBRELLAS INVERTED UMBRELLAS 58" COMPACT GOLF UMBRELLAS WHO WE ARE

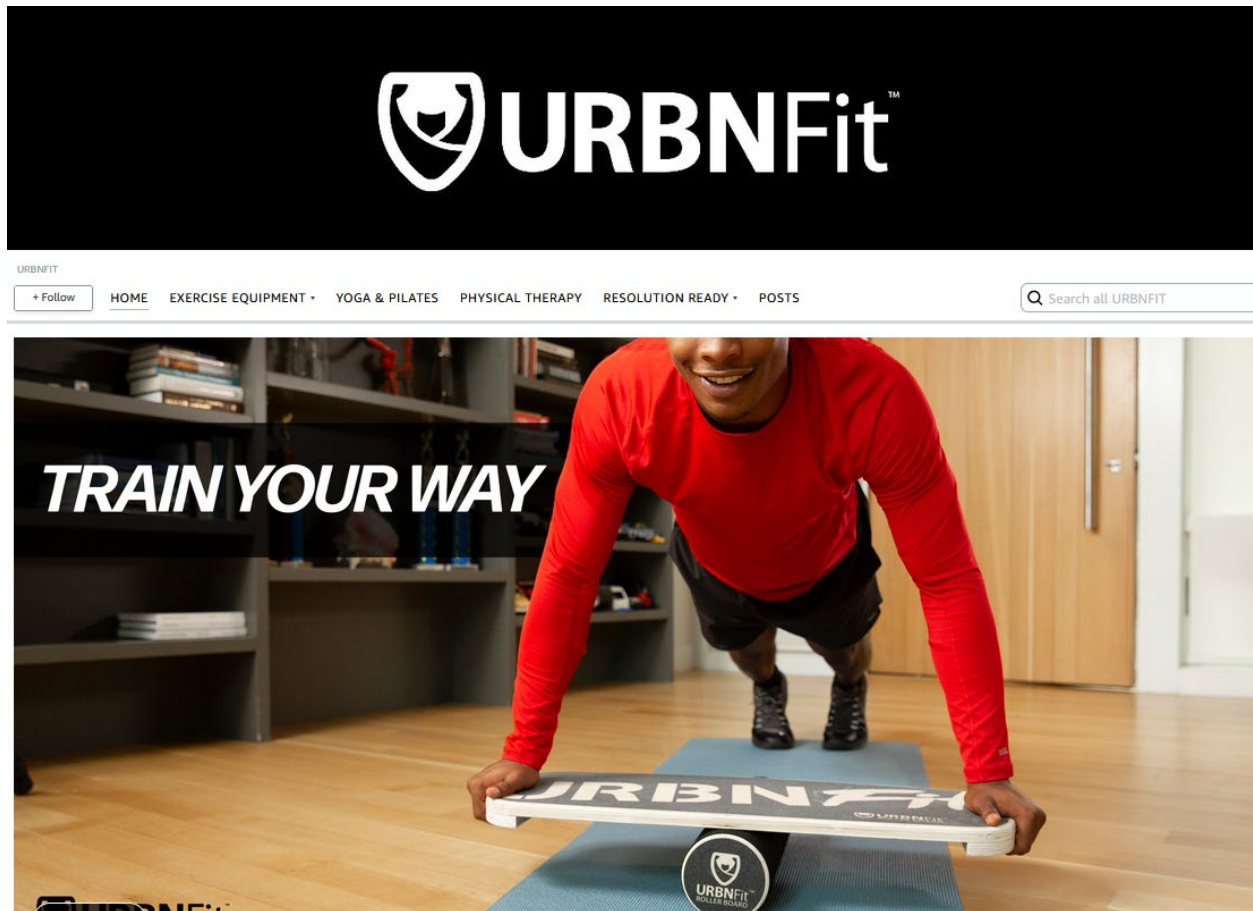


**TRAVEL UMBRELLA**

- LIGHTWEIGHT
- WINDPROOF
- ADJUSTED OPEN CLOSE SYSTEM

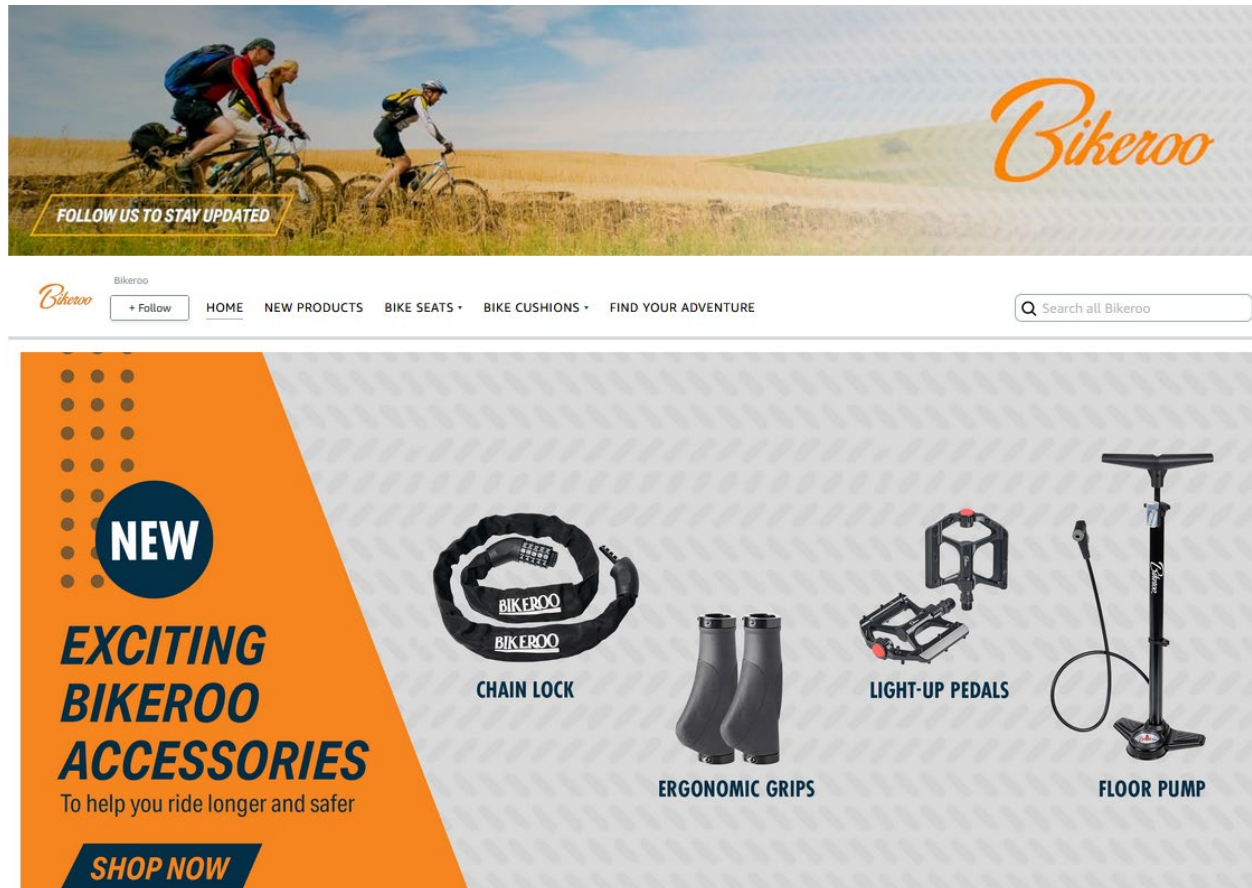
## URBNFit

URBNFit sells indoor exercise equipment like exercise balls and rollers (64 ASINs). They have an estimated revenue 2.5 million annually and an ASP of \$23.92. With a 20% margin it brings in 500k annually.



## Bikeroo

Bikeroo sells bike accessories like seat cushions and locks. They have an estimated revenue 1.2 million annually and an ASP of \$25.36. With a 25% margin it brings in 300K annually over 19 ASINs.



The image shows a screenshot of the Bikeroo website. At the top is a banner with a photo of cyclists in a field and the Bikeroo logo in orange script. Below the banner is a navigation bar with the Bikeroo logo, a '+ Follow' button, and menu items: HOME, NEW PRODUCTS, BIKE SEATS, BIKE CUSHIONS, and FIND YOUR ADVENTURE. A search bar on the right contains the text 'Search all Bikeroo'. The main content area features a large orange graphic on the left with the text 'NEW EXCITING BIKEROO ACCESSORIES To help you ride longer and safer SHOP NOW'. To the right, four products are displayed: a black chain lock, a pair of black ergonomic grips, a pair of black light-up pedals, and a black floor pump.

## Cloud Massage

Cloud Massage has just 3 ASINs but makes an estimated 12 million a year with an ASP of \$251.55. Estimating 40% margin Cloud Massage brings in 4.8 million.



Cloud Massage

+ Follow

HOME

FIND YOUR CLOUD MASSAGE ▾

QUICK START GUIDE

WORKOUT & RECOVERY

FEATURES & BENEFITS

POSTS

Search all Cloud Massage



Cloud Massage Shiatsu Foot Massager for Circulation and Pain Relief - Foot Massager Machine for Relaxation, Plantar Fasciitis Relief,...

★★★★★ 14,639

Style (2):

White - No Remote



\$239<sup>99</sup> (\$239.99/Count)

prime

Get it by Thursday, November 2.

- DUAL MASSAGE— Features multiple settings for heat, air compression pressure and vibration. Provides the perfect massage for your feet, calves, toes and ankles. Foot / Calf area is 5" wide and open toed 11" long with air pressure cuffs deflated.

See all details

Add to Cart

Sold by Andromache and Fulfilled by Amazon.

Cloud Massage Shiatsu Foot Massager for





## Vybe

Vybe sells massagers (5 ASINs) doing 600K per year at an ASP of \$81.60. Assuming a 35% margin it is netting 210K a year.

