



FOR IMMEDIATE DISTRIBUTION

## PRESS RELEASE

### Offspring partners Wishful to curate unique Hari Raya travel sets

---

#### Key highlights:

- Partnering exclusively with Wishful Curated Gifting to introduce Hari Raya travel kit packed with eco-friendly healthcare products
- Offspring recognises that the act of gift-giving conveys love and thoughtfulness; to explore an array of unique gift-giving avenues for its products

**KUALA LUMPUR, 11 APRIL 2023** - Premium Australian preventive healthcare products brand Offspring has entered into a partnership with gifting specialist Wishful Curated Gifting to offer an array of uniquely designed gift sets catering to discerning customers.

Through this partnership, Offspring, the sustainable healthcare arm of SEDANIA Innovator Berhad, is introducing an exclusive *Balik Kampung* kit packed with fully biodegradable wet wipes, plant-based skincare essentials such as the relaxing wonder oil, travel items like disposable diaper bag dispenser, as well as travel bags.

These goodies are beautifully curated epitomising festive love and happiness, while designed to make your baby's trip fuss-free and safe in a period where many would be travelling to their hometowns to celebrate Hari Raya.

Commenting on this partnership, Offspring's Chief Executive Officer Mohamed Roslan Ismail said, "At Offspring, we recognise that the act of gift-giving is an effective way to convey love and thoughtfulness particularly during festive periods such as Hari Raya.

"We are excited with our partnership as this is the first premium gift packaging with Wishful and will be a much sought-after item for those sourcing gifts for their loved ones.

"The gift-giving space also further encapsulates our motto of "*little things matter*" as we can now play a part in promoting happiness through small gestures such as gifts, in addition to our eco-friendly healthcare products spreading happiness among young families by being safe for babies as well as the environment.



The travel kits will be available exclusively on the web stores of Offspring and Wishful. To get a glimpse of these Balik Kampung Kits, one can browse through the Offspring webstore [here](#).

With only a limited quantity available, those looking for the ideal premium gift of choice need not look any further particularly as these attractive travel kits are also environmentally sustainable and safe for all.

As the fastest growing Australian premium organic baby products brand, Offspring's over 170 different eco-friendly SKUs are available through e-commerce platforms as well as selected physical retail outlets.

Wishful offers gifts that are more than just aesthetically pleasing, with the goal to be the bridge between clients and their recipients. It believes that gifting has the ability to build and transform both personal and business relationships.

Roslan concluded, "Going forward, we see great potential within the gift-giving space as we are always striving to foster a brand that is close to the hearts of people. We are also actively looking to collaborate with other innovative companies to further build on the foundations already in place."

- End -

\*\*\*\*\*

### **About Offspring Inc Sdn Bhd**

Offspring Inc, the Sustainable Healthcare unit of Bursa-listed SEDANIA Innovator Berhad, has become the fastest growing premium organic baby brand with over 170 SKUs available in 23 countries ranging from US, Europe, Southeast Asia and Africa via online sales channels and selected retail stores.

Offspring's range of sustainable and premium Australian preventive healthcare products include eco-friendly baby diapers, fully biodegradable wet wipes, organic skincare essentials, as well as plant-based homecare products.



Besides the eco-friendly and organic nature of its products which help reduce carbon emissions, Offspring's products are also recognised internationally as safe and sustainable. This is backed by its various certifications and accreditations including EcoCert, Australian allergy-safe, the FSC certificate, as well as cruelty-free and non-toxic.

Log onto [www.offspringinc.com](http://www.offspringinc.com) to find out more about our well-loved eco-friendly healthcare products.

For further enquiries, please contact:

Doreenn Leong / Darryl Louis De Souza

Tel: 03-7880 2001 / +6012 2121 620 / +6017 2407 881

Email: [media@sedaniainnovator.com](mailto:media@sedaniainnovator.com)

