

Aces reimagines clean, starting with towels — killing 99.9% of bacteria.

[PITCH VIDEO](#) [INVESTOR PANEL](#)



New York NY

[Retail](#) [Technology](#) [Hardware](#) [Lifestyle](#) [Sustainability](#)

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Highlights

- 1 Massive category - Use Case Opportunities: Bath, Kitchen, Beach, Fitness, Baby, and others.
- 2 The operating team complimented by the advisory board bring a wealth of relevant experience.
- 3 Global Opportunity
- 4 Solves an acute health issue at a time when consumers are choosing healthy.
- 5 Positive contribution margin on the first order at scale.
- 6 Line of sight to a greater than 4:1 LTV to CAC ratio.
- 7 Exciting disruptive brand.

Our Team



Jesse Pliner Founder & CEO

Product Development and Operations executive who delivers award winning products at scale. Most recently was COO @ MYRO.

We are passionate about creating memorable brands and products that enable consumers to live healthier lives.



Patrick Pan CMO

Patrick is a Fortune-100-trained global strategy and marketing professional who led multinational direct-to-consumer profitability at some of the last decade's most captivating institutionally-funded brands including Theragun.



Richard Chen Operations Advisor

Director of Operations @ Harry's

[SEE MORE](#)

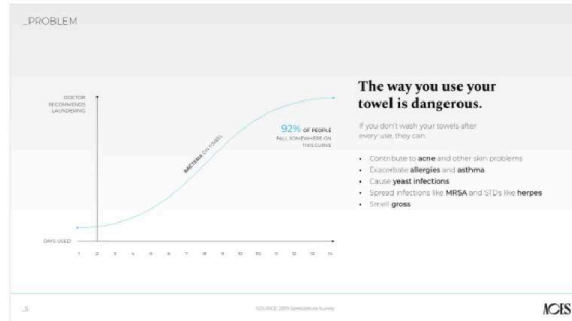
We make the most amazing towels that actually keep you clean.

Firstly, feel free to check out our (clickable link -->) [investor deck](#).

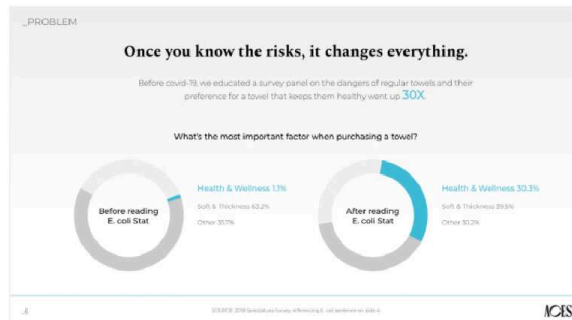
We learned that towels are the perfect breeding ground for bacteria...



The longer you go without washing your towel, the worse the problem becomes..



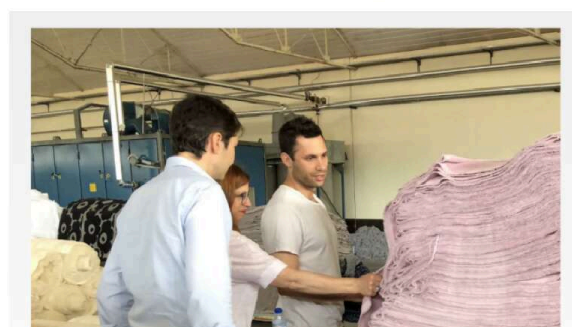
Consumers want healthier products without compromising...



Silver Fiber Technology allows for healthier towels...



Healthy is important, but so are soft, plush, and amazing craftsmanship. So we went to Portugal...





Now we're getting ready to execute..

Aces stands for amazing product experiences, purposeful brand, an enjoyable shopping experience, disruptive aesthetic, and white glove customer service. We see an opportunity to disrupt the towel category by offering better products and having a differentiated brand and merchandising strategy. The various towel categories (bath, kitchen, beach, fitness, etc) give us the opportunity to drive customer repeatability and tell a really compelling brand and product story. Thank you for taking the time to check us out. Please reach out with any question.
