

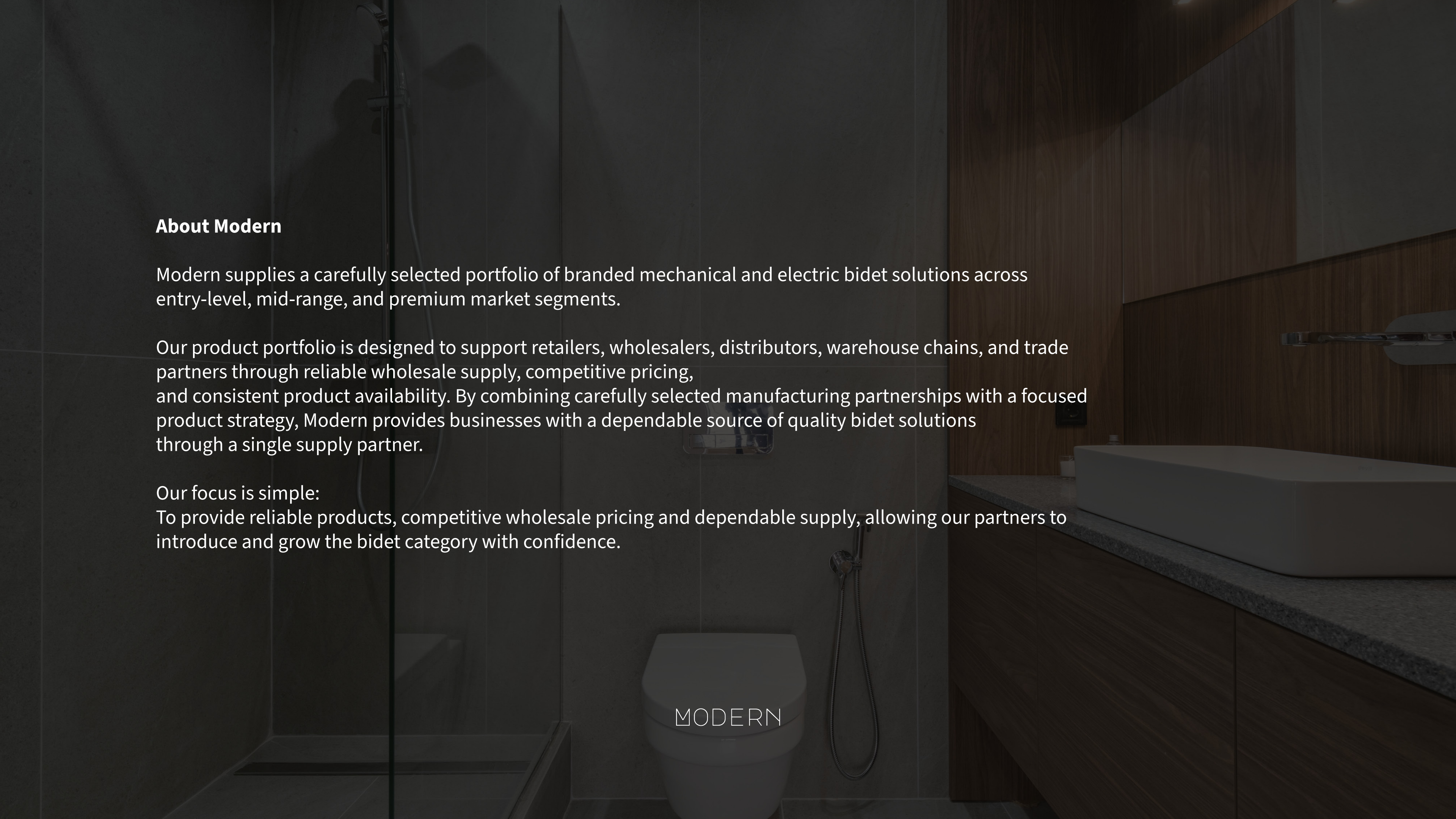
MODERN
BUSINESS PROFILE

The African Bidet Market

Modern bathroom hygiene continues to evolve across the world. In countries such as Japan, South Korea and parts of Europe, bidets have become a standard feature in homes, hotels and commercial developments.

Consumers increasingly value improved hygiene, comfort, sustainability and modern bathroom technology. Across much of Africa, however, bidets remain an underrepresented product category. This presents a unique opportunity for retailers, wholesalers and distributors to introduce a product with long-term growth potential while expanding their bathroom and home improvement product offering. As awareness continues to increase, businesses that enter the category early have the opportunity to establish themselves within an emerging market rather than competing in a mature one.

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A modern bathroom interior with dark wood cabinetry, a white bidet toilet, and a glass shower enclosure. The word 'MODERN' is printed on the bidet toilet. The background is a dark, moody photograph of a bathroom.

About Modern

Modern supplies a carefully selected portfolio of branded mechanical and electric bidet solutions across entry-level, mid-range, and premium market segments.

Our product portfolio is designed to support retailers, wholesalers, distributors, warehouse chains, and trade partners through reliable wholesale supply, competitive pricing, and consistent product availability. By combining carefully selected manufacturing partnerships with a focused product strategy, Modern provides businesses with a dependable source of quality bidet solutions through a single supply partner.

Our focus is simple:

To provide reliable products, competitive wholesale pricing and dependable supply, allowing our partners to introduce and grow the bidet category with confidence.

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Why Partner With Modern?

Retailers and distributors require more than a product supplier. They require consistent supply, competitive wholesale pricing, reliable product quality, and a partner capable of supporting long-term growth.

Modern provides a branded portfolio of mechanical and electric bidet solutions across multiple product tiers, allowing businesses to introduce and expand the bidet category through a single supply partner.

- A Product Range Designed for Multiple Market Segments
Offer customers entry-level, mid-range, and premium bidet solutions that cater to different budgets and purchasing preferences.
- Competitive Wholesale Pricing
Pricing structured to support sustainable retail margins while remaining competitive within the market.
- Consistent Supply
Reliable sourcing and supply designed to support inventory planning and ongoing product availability.

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▸ Quality-Focused Product Selection

Products are carefully selected to meet consistent standards of quality, performance, durability, and reliability before being introduced into the Modern product portfolio.

▸ Professional Product Resources

Access to product specifications, installation information, product imagery, and marketing materials to support both online and in-store sales.

▸ Retail-Ready Packaging

Products supplied in professionally packaged retail boxes suitable for warehouse, retail, and distribution environments.

▸ Product Identification

Standardised product names, product codes, and barcodes simplify ordering, inventory management, and future replenishment.

▸ Warranty Support

Products are backed by warranty coverage, supported through a clear and professional after-sales process.

Why Partner With Modern?

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▸ Efficient Order Fulfilment

Orders are coordinated through an organised supply process designed to provide accurate fulfilment and dependable delivery timelines.

▸ Scalable Supply

A product portfolio and supply model designed to support independent retailers, regional distributors, and national warehouse groups as business requirements grow.

▸ Professional Business Relationships

Clear communication, responsive service, and dependable support throughout every stage of the business relationship.

▸ A Professional Supply Partner

Modern focuses on consistent supply, responsive communication, and professional service, providing businesses with a dependable partner for long-term growth.

Why Partner With Modern?

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Product Portfolio

Modern offers a carefully selected range of branded bidet solutions designed to meet different customer requirements and market segments.

Our portfolio currently consists of two primary product categories:

▸ Mechanical Bidets

Reliable, non-electric bidet systems designed for simplicity, durability, and everyday use. Mechanical models provide an affordable entry point into modern bathroom hygiene while maintaining dependable performance.

▸ Electric Bidets

Premium electronic bidet systems offering advanced hygiene, comfort, and convenience through intelligent features and modern functionality.

Our products are available across three market segments:

- Entry-Level
- Mid-Range
- Premium

This product structure enables our retail and wholesale partners to offer solutions for a broad range of customer preferences, project requirements, and price points.

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Our Supply Model

Modern manages the sourcing and supply process so our partners can focus on serving their customers. Our supply model is built around efficiency, consistency, and long-term reliability.



Product Sourcing
Working with carefully selected manufacturing partners to source quality bidet solutions.



Quality Assurance
Products are selected according to our quality and performance standards before entering our portfolio.



Wholesale Distribution
Supplying retailers, warehouse chains, wholesalers, distributors, plumbing suppliers, bathroom retailers, and other trade partners.



Business Support
Providing product information, technical documentation, and ongoing support throughout the supply process.



Import & Supply Coordination
Managing the movement of products through our supply network to ensure reliable product availability.

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OUR CAPABILITIES

Modern provides comprehensive bidet supply solutions for retailers, wholesalers, distributors, warehouse chains, plumbing suppliers, bathroom retailers, and trade partners.

Our capabilities include:

- International Product Sourcing

Sourcing quality bidet solutions through carefully selected manufacturing partners.

- Branded Product Portfolio

A carefully selected range of branded mechanical and electric bidet solutions across entry-level, mid-range, and premium market segments.

- Wholesale Supply

Reliable wholesale supply designed to support businesses of different sizes, from independent retailers to national warehouse chains.

- Distribution Support

Coordinated supply and distribution to ensure products move efficiently through the supply chain.

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‣ Quality Assurance

Products selected according to consistent quality, durability, and performance standards before entering the Modern product portfolio.

‣ Product Documentation

Professional product specifications, installation information, and technical documentation supplied to support retail and commercial customers.

‣ Marketing Resources

High-quality product photography and marketing assets available to support online listings, catalogues, and promotional campaigns.

‣ Retail-Ready Packaging

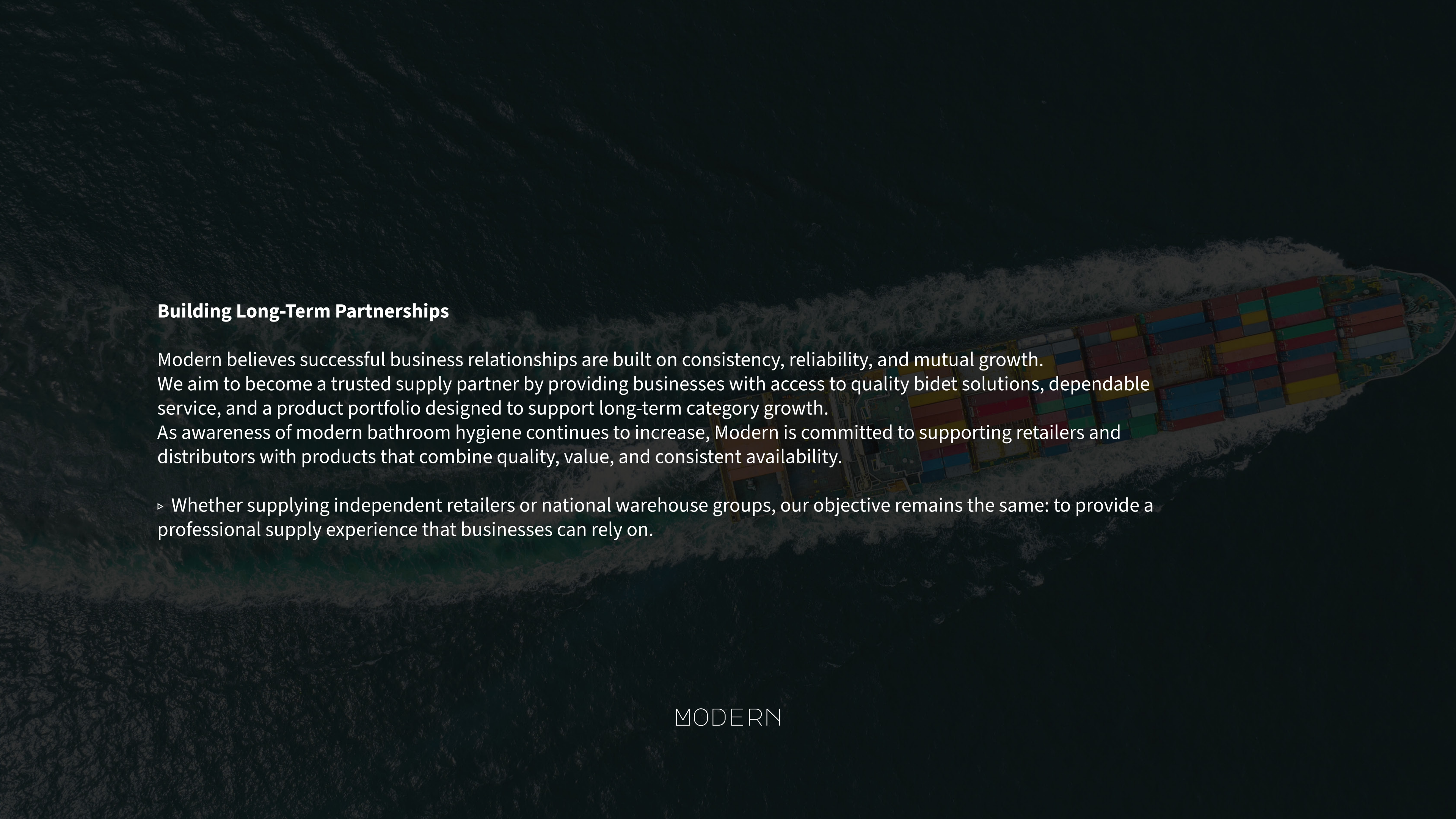
Professionally packaged products suitable for retail display, warehousing, and distribution.

‣ Inventory Consistency

Standardised product names, product codes, and barcodes designed to simplify ordering, inventory management, and future replenishment.

OUR CAPABILITIES

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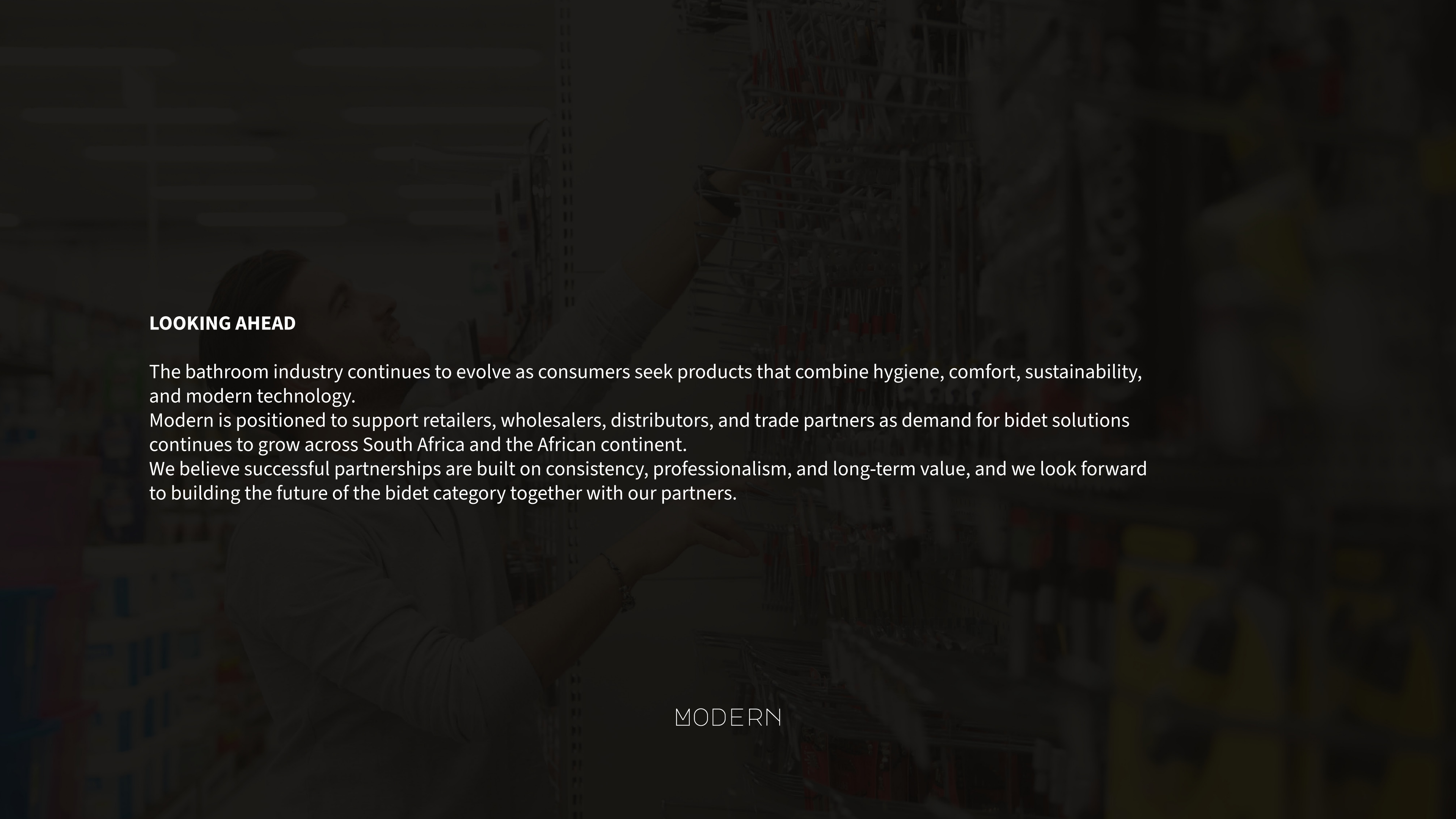


Building Long-Term Partnerships

Modern believes successful business relationships are built on consistency, reliability, and mutual growth. We aim to become a trusted supply partner by providing businesses with access to quality bidet solutions, dependable service, and a product portfolio designed to support long-term category growth. As awareness of modern bathroom hygiene continues to increase, Modern is committed to supporting retailers and distributors with products that combine quality, value, and consistent availability.

- Whether supplying independent retailers or national warehouse groups, our objective remains the same: to provide a professional supply experience that businesses can rely on.

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A woman in a white shirt is reaching up to a high shelf in a warehouse or store, selecting a product. The shelves are filled with various items, and the scene is dimly lit, emphasizing the woman's action.

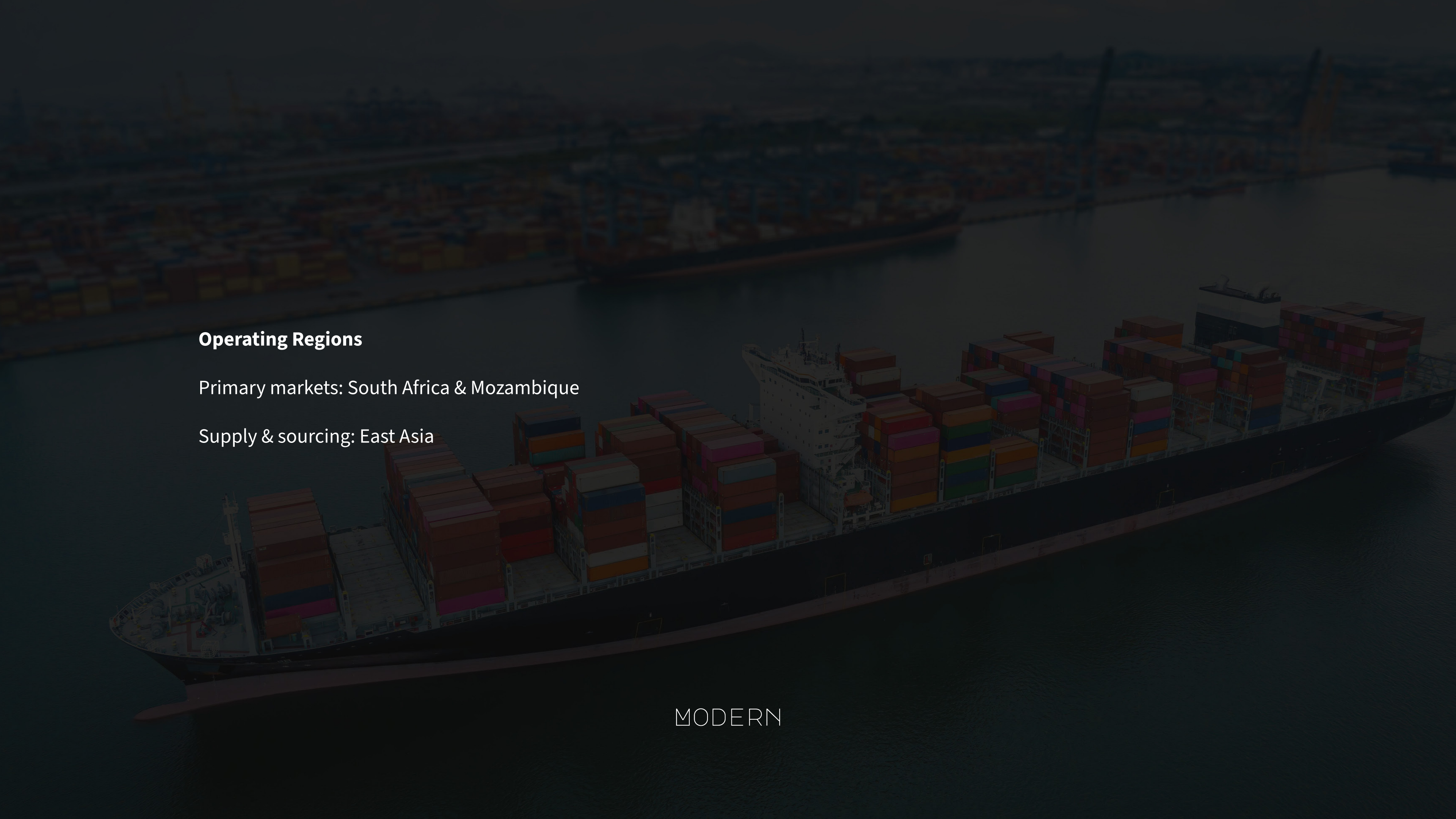
LOOKING AHEAD

The bathroom industry continues to evolve as consumers seek products that combine hygiene, comfort, sustainability, and modern technology.

Modern is positioned to support retailers, wholesalers, distributors, and trade partners as demand for bidet solutions continues to grow across South Africa and the African continent.

We believe successful partnerships are built on consistency, professionalism, and long-term value, and we look forward to building the future of the bidet category together with our partners.

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The background image is a dark, aerial view of a large container ship at sea. The ship is filled with stacks of colorful shipping containers in shades of red, blue, yellow, and green. Another similar ship is visible in the distance. The overall tone is professional and industrial.

Operating Regions

Primary markets: South Africa & Mozambique

Supply & sourcing: East Asia

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