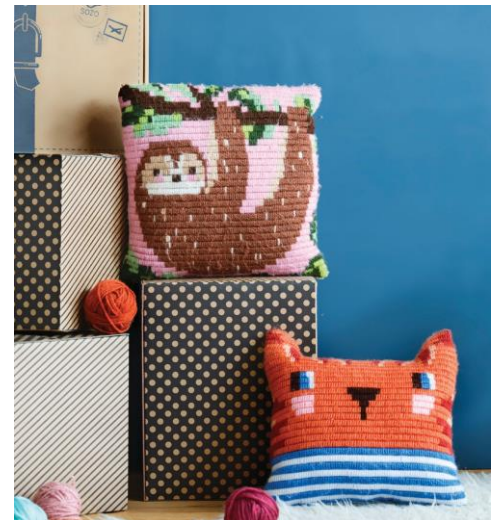


DIY



SOZO®
GROWING UP CREATIVE

SOZO is an innovator in the Arts & Crafts industry, with a mission to help raise a creative generation. Unique designs, eco-friendly materials, high attention to details, and smart packaging make us a leader in the category.



In this fast-paced era, needlepoint and weaving craft kits, which take a vital role in kids' healthy development, don't have enough presence.

SOZO's kits are designed to bring back craft making into kids life, encourage them to follow a process in order to complete a project, and enhance critical thinking.

Traditional needlepoint kits are usually designed for adults and are hard for kids to follow. SOZO's kits are designed especially for kids and are easy to complete.

Our unique trend based designs and our built-in display options, encourage kids to finish a complex process and proudly display their finished work.

Retail sales facts

- 70% returning customers
- 30% of customers purchase 2 products or more
- Average 5 stars reviews on Etsy
- Average 4.5 stars reviews on Amazon

Current Markets

- US
- Canada
- EU (Great Britten, France, Germany, Belgium, Spain, Portugal, Italy)
- UAE



Peace of mind

It's time to get kids back into doing!

Let their hands work and their mind rest.

Our needlepoint kits are a great opportunity for kids and parents to spend quality time together, learn new skills, and do something that is both fun and relaxing.



Save the planet

Guided by principals of honesty and simplicity, when creating a new line of products, one of the key factor that guide us is how will these products effect our environment, and what can we do to minimize that effect.

From raw materials, packaging, assembly and transportation, **we drive to minimize waste and maximize our social contribution.**



The gift of making

Needlework comes with so many benefits, but in this day and age, one of the most valuable skills we can provide our kids with is **creativity.**

It opens up their mind to ideas that will shape their future. Whether they want to become a firefighter, a doctor or an astronaut, needlework will help them become more creative thinkers.



Meet the team



Marina

Creative designer, illustrator, making the world beautiful...



Tali

Creative designer, production manager, architect, problem solver...



Oren

General manager, sales & marketing, unavailable when the surf's up...



Enosh foundation

Our products are packed in-part by people with special needs



DELTA BIZ DEV
International Distribution Development

DELTA BIZ DEV

Strategic partnerships, International distribution development, sales management

For international distribution inquires: amir@deltabizdev.com | +972.54.563.1703
For retailers in North America: john@deltabizdev.com | 1.847.812.2879

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What our customers have to say...

Etsy

SozoDIY

Smart Original Needlepoint Kits For Beginners

Pardés Hanna Karkur, Haifa

1,685 Sales | ★★★★★

🏠 Top shop for gifts. Buyers bought gifts from this shop and gave them 5-star reviews!

snovsmilla on Nov 28, 2020

★★★★★

Thank you! Very fast service and beautiful designs that look even better in person!

Contact buyer



DIY Weaving Home Decor Kit For Kids And Beginners. No Additional Materials Needed. Full Video Instructions. Perfect Gift For A Creative Kid.

Hillary on Feb 27, 2021

★★★★★

My daughter was looking for a fun, relaxing craft project to do during quarantine. I gave this to her for her birthday and she was thrilled. This kit is beautiful and easy to follow. Highly recommend.

Contact buyer



Kitten Design Needlepoint Pillow Kit for Kids and Beginners - A Smart Kids DIY Project.

malana on Jan 10, 2021

★★★★★

cute and easy to learn. great gift for kids over 6

Contact buyer



Needlepoint kit for beginners. Easier than cross stitch. Eco friendly display frame included.

Lori on Sep 24, 2020

★★★★★

Arrived quickly (from Israel!). Cute packaging. Instructions are easy and kit includes everything you need.

Contact buyer



Sloth Design Needlepoint Pillow Kit for Kids and Beginners - A Smart Kids DIY Project.

Hila on Apr 26, 2020

★★★★★

Great gift, very clear instructions. All of the materials were in it and very cute outcome!

Contact buyer



Unique DIY needlepoint / embroidery kit for beginners. Easier than cross stitch. Eco friendly package turns into a display frame.

"Beautiful kit, so relaxing to work on. I'm going to order another asap!"

★★★★★
Sarah, Jun 28, 2020

Conny on Dec 15, 2020

★★★★★

Bought this for our daughter for Christmas. It is a perfect gift for her. Good quality and shipped very fast. Would buy again and highly recommend these products.

Ashley on Jan 13, 2021

★★★★★

This kit is great! I gave it as a gift and it was very well received. Thank you!

Contact buyer



DIY Home Decor Needlepoint 3D Peacock wall art kit for beginners. Easier than cross stitch! A wooden dowel included for easy display!

spauldingja1 on Dec 28, 2020

★★★★★

Quick ship. Amazing product. Loved the video you sent after purchasing the product.

Contact buyer



Unicorn pattern embroidery pillow kit for beginners, Easier than cross stitch, DIY kids kit, birthday gift, needlepoint craft kit for kids

amazon

Customer reviews

★★★★★ 5 out of 5

3 global ratings

Customer reviews

★★★★☆ 4.3 out of 5

22 global ratings

Customer reviews

★★★★☆ 4.3 out of 5

67 global ratings

Customer reviews

★★★★☆ 4.7 out of 5

64 global ratings

KnittingMom8 VINE VOICE

★★★★★ Giftable

Reviewed in the United States on February 4, 2021

Color: lion_weave | **Vine Customer Review of Free Product** (What's this?)

This is such a nice kit. The components are quality, and the kit comes in a pretty box. This is very giftable. Love it. Very satisfied!

Joycarter

★★★★★ Loved it!

Reviewed in the United States on December 30, 2018

Color: Llama | **Verified Purchase**

Very well made. My 10 year old loved it. She started in on it right away, easy to understand color illustrated instructions. Great product!

2 people found this helpful

"My 5 year old loved this kit. He loved that he was able to sew and create something himself. The customer service of this company is excellent!"

★★★★★

Melanie Simon, Jul 20, 2020

Ohiogirl

★★★★★ Updated review-5stars

Reviewed in the United States on December 22, 2020

Color: Lion | **Verified Purchase**

Originally I thought the needle was missing and gave a 1star. I am changing my review to a five star. I just didn't see the needle. Excellent product. Would recommend.

Amazon Customer

★★★★★ Great little project, highly recommended !!!

Reviewed in the United States on April 28, 2019

Color: Unicorn | **Verified Purchase**

The kit is very well packaged and easy to make.

The components are well organized and of high quality

We bought this pillow as a DIY gift for a nine years, old who picked it up quickly, and had very satisfying results.

Barbara Thompson

★★★★★ Good for young children

Reviewed in the United States on May 7, 2019

Color: Rainbow | **Verified Purchase**

These are good beginning projects for young children. My six year old grandson needs a little help with starting and ending each yarn length but is otherwise able to do the stitching himself. He has finished one and is nearly done with a second, we've already picked out a third kit.

5 people found this helpful

gurari.me

★★★★★ Hand made by yourself

Reviewed in the United States on October 18, 2020

Color: Shirt Kitten | **Verified Purchase**

Wonderful kit for making a gift for someone you love! All tools are high quality and more than enough, comes with illustrated instruction and also video on YouTube was very helpful. I'm very glad that I ordered this amazing pillow kit and enjoyed it!



James Lloyd Shettel

★★★★★ Charming needlepoint craft

Reviewed in the United States on December 29, 2020

Color: Maneki Neko | **Verified Purchase**

I bought this for Christmas for my 11 year old niece. She loves it and the pillow pattern is adorable. We had a question about the item and their customer service is outstanding. They got right back to us with an answer to our question. Will be buying Sozo crafts again!

One person found this helpful

International Toy Safety Standards

