

JULIUS K-9[®]

THE ORIGINAL



www.julius-k9.com



COMPANY PROFILE

The JULIUS-K9® is a European company founded in 1997 and it has been successful in the market of dog sport, service, and hobby dog equipments ever since. During this period of time our company has carved its way out to become the market leader in numerous countries of the European Union and our products have become available in almost every corner of Europe.

The JULIUS-K9® has grown to represent one of Europe's biggest dog's equipment trade mark. Until 2011 furthermore the IDC®, Julius-K9® and K-9 Units® trade marks have been registered and now are under the protection of trade mark law in 50 countries worldwide.

Our company not only stands for animal protection and dog sports, but actually takes part in humanitarian projects. We help to preserve the police dog units and steadily support the special rescue dog units' work too. Many projects have been launched towards supporting and popularizing responsible ownership, neutering and adoption within the past few years.



COMPANY HISTORY

- 1997** – The company was founded and launched the business in an overall 15 m² garage
- 2003** – We successfully presented our K9®-Powerharness at the World Expo in Dortmund – in the same year first international dealers were established
- 2010** – We created a new product category under the name of IDC® – the new IDC®-Powerharness was presented at the World Expo in Dortmund
- 2011** – JULIUS-K9® has grown to be one of Europe's biggest dog's equipment manufacturer – we already have acquired dealers across 21 countries
- 2012** – Our sales has increased in African, Arabic, South and Central American countries – the trade marks IDC®, JULIUS-K9® and K-9 Units® got largely accepted and registered across the world
- 2013** – We founded the World Day of Companion Animals (it takes place at the 20th of June each year) – a long-term cooperation began with the Hungarian and German representatives of animal protection organisations and charities
- 2014** – The first international JULIUS-K9® Rescue Dog Contest was launched – in the same year the one millionth dog harness of the company was sold
- 2015** – The IDC® Powerharness has won the Hungarian Quality Product Award - IDC® 3 in1 Multifunctional vest won the American Pet Industry Recognition Award
- 2016** – The „CANIS” product family - harnesses with happy and colorful graphics. The introduction of the Stealth dog harness that was specifically made for the armed forces.
The neon colored harnesses - for the better visibility
- 2017** – Years of development. International presentation of Duo-Flex® harnesses. Cooperation with Budapest Mantrailing Academy - development of the unique mantrailing harness
- 2018** – Almost 10 million dog harnesses sold, 10 Hungarian premises, American and Turkish subsidiaries, 500 Hungarian employees

5 arguments in favour of JULIUS-K9®:

- 1** Quality warranty – we guarantee the quality of our products
- 2** Excellent original European products - we submit all of our products to various certified tests
- 3** European material – our products comply with the strictest quality requirements
- 4** Constant development
- 5** Trade mark – our trade marks are under protection in at least 50 countries

OUR BRANDS AROUND THE WORLD



The secret of our company's worldwide success for more than 15 years is that we provided the same excellent quality and the aesthetic design of the service dog equipments for the average dog owners too. Today millions of dogs are our testimonials of how popular and practically multifunctional our products have become.



IDC® (Innova Dog Comfort) is an exclusive development of JULIUS-K9® and this 2012 product combines the notion of novelty of all and extraordinary in regard with the light industry.



We have been turning our focus on the security of the dogs and it's been getting more and more exigent in the past years. Therefore we have created the first phoshorescent dog's equipments furthermore we have combined the phosphorescent and reflective elements for further enhancement. Our products marked with „All Time Light” title indicates that those equipments are visible at night no matter in what position are they being looked at.

AWARDS AND ACKNOWLEDGEMENTS



HUNGARIAN QUALITY PRODUCT AWARD

As a result of an independent authority of experts' decision in 2015 JULIUS-K9® became one of those recognized companies that contributes to the Hungarian economy with its excellent quality products built on innovation.

The IDC®-Powerharness manufactured and distributed by JULIUS-K9® has won the Hungarian Quality Product Award.



DOGS AWARD 2014

Our IDC®-Powerharness that was launched in 2010 proved to be the best in the category of clothes/dog equipment in the competition of „Dogs Award” 2014 organized by one of the most popular German dog magazine, the „Dogs”.

Our product has won the magazine's honorary prize earning its first place of the category.



THE FIGHT AGAINST COUNTERFEITING: COLLABORATION IS KEY

JULIUS-K9® is a Hungarian leading dog equipment manufacturer, in Europe. Owner of registered trademarks, designs, patents and utility models all over the world, and has successfully taken action worldwide and will continue to pursue legal actions against replicas containing characteristic elements.

The company's anti-counterfeiting policy puts emphasis on the cooperation with law enforcement authorities at the highest level from the European Union. We are also represented at conferences and knowledge building programs organised by the Hungarian Tax- and Customs Administration, which is the competent authority in Intellectual Property Crime related cases. Since counterfeiting is being a global issue, the production and the distribution of counterfeit goods has become transboundary. JULIUS-K9® is also working closely together with more than 60 law firms internationally.

To fight against counterfeits a Trademark and Patent Controlling Group was set up, in 2015. The group is to monitor and oversee JULIUS-K9's Intellectual Property Rights worldwide, and has authorization to start inquiries against those who commit unlawful act against our company.

JULIUS-K9® is also dedicated to improving its brand protection technologies which will help to track and to trace the products in the supply chain.

According to our analyses China remains the key country of provenance for counterfeit goods. But our experiences show us that Member States of the European Union like Spain, Portugal or Poland have similar criminal characteristics.

IP Crime effects legitimate economies, contributing to reduced revenues for the businesses and leads to decreased sales volume and job losses. Therefore, in the light of the protection of the company's good reputation and to save our businesses we are deeply committed to combat all illegal activities.



INDUSTRIAL WASTE DOG HARNESS

We inform our customers that counterfeit products available on the market in increasing numbers produced mainly ...

...in the Far East – despite the fact that they have the same form as the JULIUS-K9® products, and even our brand name can be found on them –

ARE NOT THE PRODUCTS OF OUR COMPANY!

JULIUS-K9® PROVIDES NO WARRANTY REGARDING THE QUALITY OF COUNTERFEIT PRODUCTS. ALSO, WE DO NOT ASSUME RESPONSIBILITY FOR ANY DAMAGE OR RISK RESULTING FROM THEIR USE.

The developments of JULIUS-K9® are kept secret. Neither the technological solutions, nor the composition and quality of the materials are disclosed. We have several self-manufactured parts, the secret components of which make their counterfeiting almost impossible.



HOW TO RECOGNIZE A COUNTERFEIT PRODUCT?

COUNTERFEIT

There is no logo on the buckle, or other untested buckles are used.



ORIGINAL

JULIUS-K9® uses a buckle developed by it and manufactured in the EU, showing the words JULIUS (below that) K-9 (below that) www.original-k9.de. This is an unbreakable buckle made from high quality material.

Attention! In the case of harnesses of size Baby, Mini-Mini, Mini and 0 this system has been introduced only from 2017! Such harnesses are not necessarily counterfeit products if the embossed logo cannot be found on them. In the case of harnesses of sizes 1-4, buckles manufactured years ago may not have the logo.



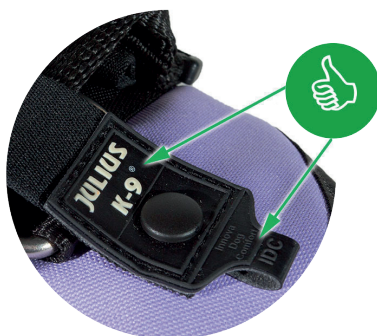
COUNTERFEIT

Counterfeit products rarely have the original logo of the manufacturer on the area behind the handle. Either nothing, or the logo of the – usually – phantom company producing the counterfeit product is placed there.



ORIGINAL

On the original JULIUS-K9® dog harnesses there is an embossed logo there on a rubber base. From size Baby1 to Mini it is sewn on the harness, and for larger sizes it is fixed on the rubber strap used for closing the handle.



COUNTERFEIT

The IDC by JULIUS-K9® logo is missing from most of the counterfeit products.



ORIGINAL

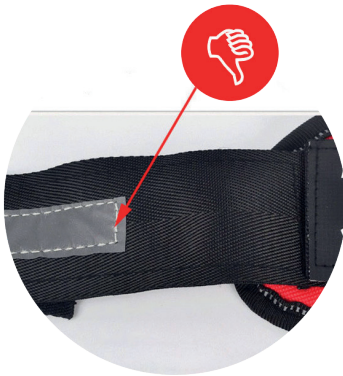
Every original IDC JULIUS-K9® harness has this small logo. On harnesses of size Baby it is directly above the central ring. On harnesses of larger sizes it is above the side label on the right hand side. It is embossed in white on a black rubber base.



COUNTERFEIT

The most obvious difference is in the quality of the used materials, which unfortunately can not be determined from photos, however, if a closer look is taken at the pictures, some revealing details can be found:

1. wavy edging, suggesting that it is made of an extremely thin material
2. the thickness of the dog harness can also differ from the original, which again is bad, suggesting that the materials are not strong enough
3. wavy, badly sewn edge
4. the reflective element also suggests the use of a very cheap material from the Far East.



ORIGINAL

When You take the original JULIUS-K9® dog harness in the hand, You are faced with the already well-known high quality. The dog harness is a product worked out to the smallest detail, made of strong, durable materials.



IN SUMMARY

If you wish to purchase an original JULIUS-K9® dog harness of European quality, pay attention to the followings. The fact that any one of the product features is missing does not mean that You have purchased a counterfeit product, however, if more of the listed features are found to be contradictory, start to be suspicious!

- 1.** the rubber strap closing the handle is missing (on harnesses of size 0-4, in the case of harnesses of size Baby1, Baby2, Mini, Mini-Mini the handle is closed by means of a hook-and-loop fastener);
- 2.** the JULIUS-K9® logo is missing, or there is some other logo at the D-ring;
- 3.** the side label does not match the label field. It is too large or too small;
- 4.** ugly, poor quality seams;
- 5.** the embossed JULIUS-K9® logo is missing from the buckle (for sizes Baby1 to 0 it has been introduced only from 2017);
- 6.** poor material quality;
- 7.** the IDC by JULIUS-K9® logo is missing;



Please note that Julius-K9® counterfeit products purchased from Far Eastern online shops are not produced according to the EU consumer protection regulations. They are not sold officially in the EU, thus it is not guaranteed that they meet the legal requirements in terms of material and safety.



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