

A woman in a dark jacket and pants stands next to a light-colored, fluffy dog. They are in a city at night, with blurred lights and buildings in the background. The dog is wearing a harness.

# ***PROFESSIONAL DOG EQUIPMENT***

***FOR EVERY DOG OWNER!***

**JULIUS-K9®**



# ***JULIUS-K9® story***

## ***premium brand in constant growth***

- *JULIUS-K9® is a European company founded in 1997 by Gyula „Julius” Sebő and Anikó Bakos and it has been successful in the market of dog sports, working, and recreational dog equipment ever since. During this period of time, our company has earned the role of market leader in numerous European Union countries. Our products are sold all over the world.*
- *Developed for armed forces in Austria.*
- *Loved and purchased by everyday dog owners.*
- *By 2011 JULIUS-K9® became **one of the World's largest dog equipment brands**. The trademarks IDC® and JULIUS-K9® have been registered in numerous countries worldwide.*
- *Over two decades ago we pioneered the Dog Gear Customization segment with our interchangeable custom patches.*





# *Local production*

*quality is our highest priority*

- *In 2022 our production and logistics system met the requirements of **ISO 9001**.*
- ***Local production is sustainable.** Environmental awareness starts with sourcing materials from Europe.*
- *We believe that by maintaining control over the production of textiles, straps, metal and plastic parts, it is feasible to **provide dogs with a product that lasts a lifetime.***
- *Each product goes through a manual check to ensure they meet our quality standards.*
- *We currently manufacture products in 2 locations within Europe.*
- *We are committed to supply chain integrity.*





# Continuous product testing

## QA/QC

- **Quality Assurance and Safety Compliance:** We maintain consistent product quality and ensure that our products adhere to safety standards and regulations.
- **Improvement and Innovation:** We use test data to enhance product design and manufacturing processes, fostering innovation as well.
- **Supply Chain Integrity:** Testing ensures that components or materials sourced from suppliers meet specified quality standards, reducing the risk of production disruptions or subpar product quality.
- **Customer Feedback Integration:** We use feedback from continuous testing to respond to customer concerns and adapt our products to changing market demands.
- **Industry Expertise:** Partnering with professionals provides valuable insights and guidance on best practices for maintaining product quality and safety.





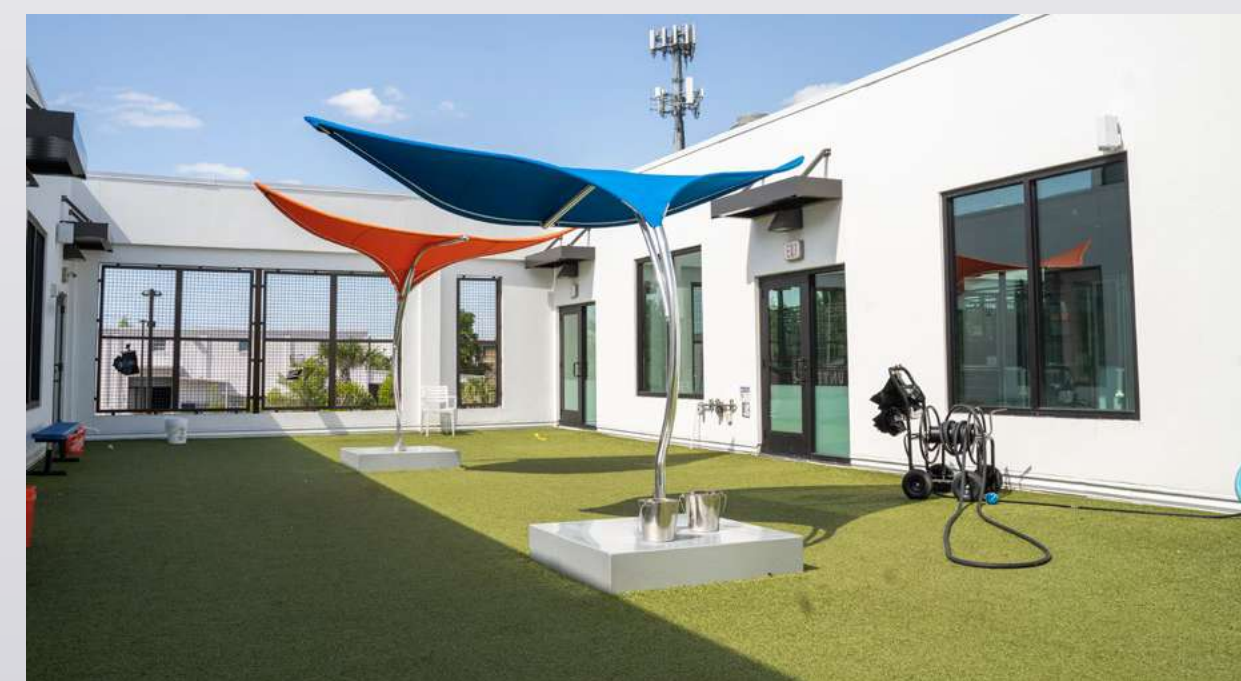
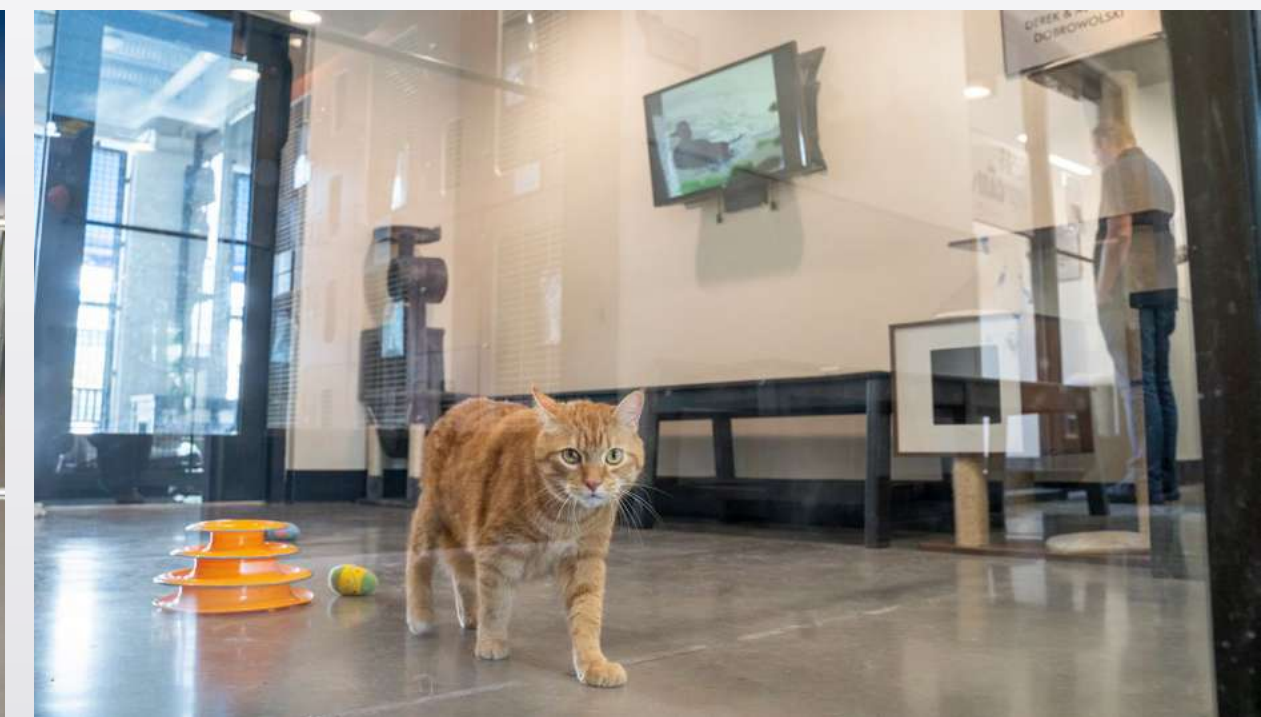
# Championing animal welfare

## mission & activities

*JULIUS-K9® provides support to various international organizations and competitions, including:*

- *animal protection associations and breed rescue organizations,*
- *rescue dog teams, assistance dog associations, and organizations that support the visually impaired,*
- *police dog units and dog schools,*
- *seminars related to responsible dog ownership and animal protection,*
- *and, last but not least, efforts to save rhinos and panthers in Africa.*

*Some of our highly supported partners are **Humane Society Tampa Bay** and **Hundewaisenhaus**. These organizations are dedicated to the rehabilitation and rehoming of dogs from shelters, animal care centers, or those surrendered by their owners.*





# Fostering Compassion for Animals

## role modelling

- **Supporting Mental Health:** We support therapy dogs as they provide comfort, companionship, and emotional well-being.
- **Community Engagement:** We actively raise awareness and provide volunteer opportunities while advocating for positive change via social media.
- **Education:** We sponsor campaigns, workshops, and educational programs to encourage responsible pet ownership.
- **Research and Innovation:** We support scientific research into dog behavior, well-being and biomechanics.

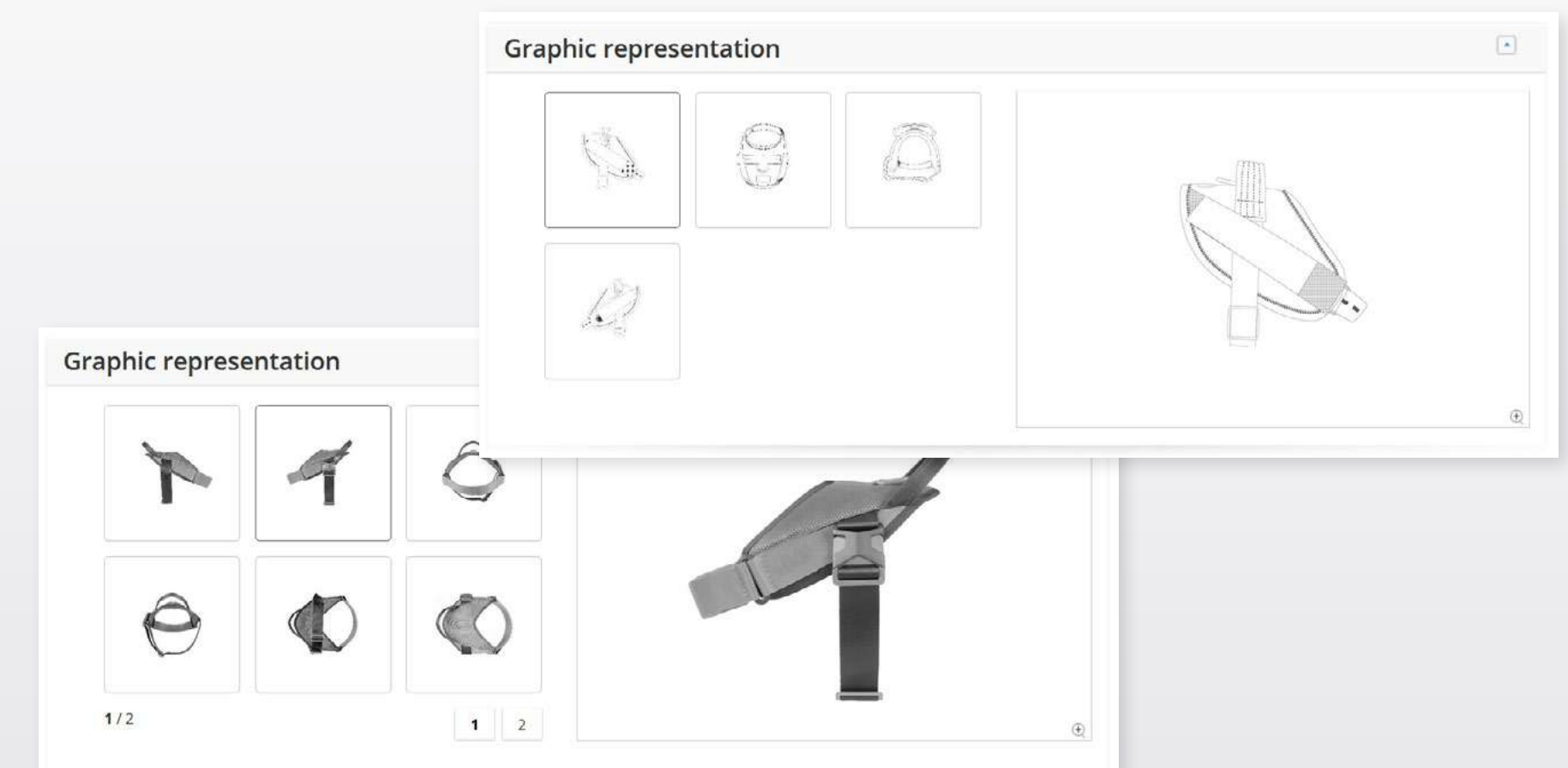
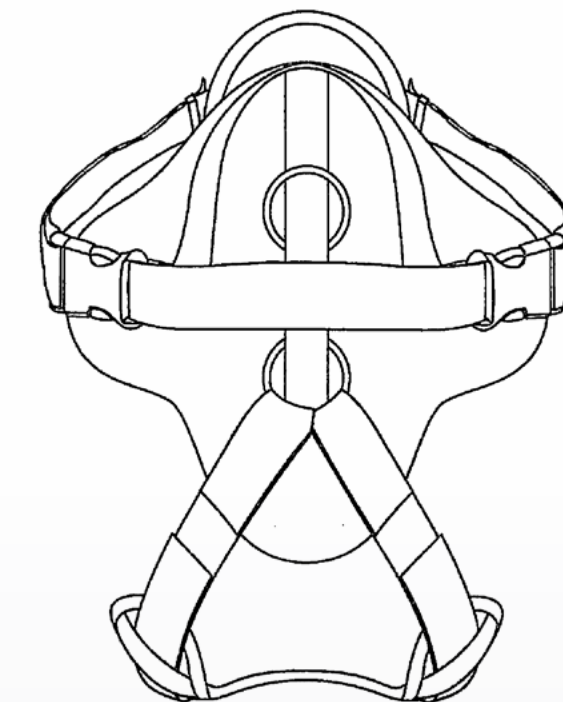
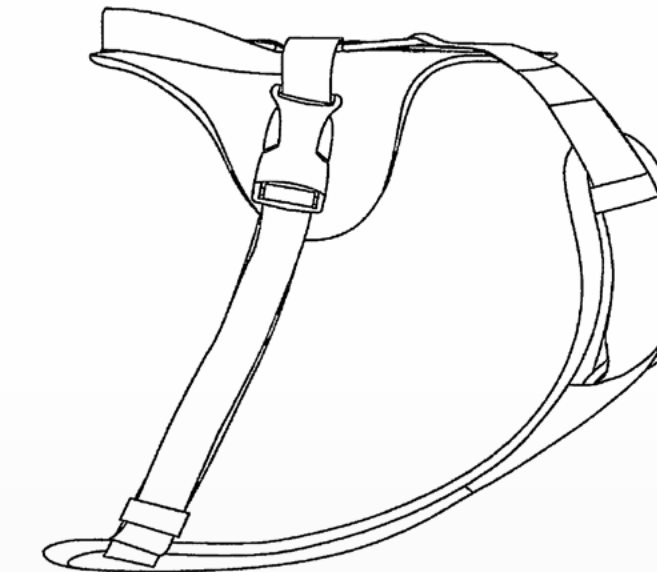
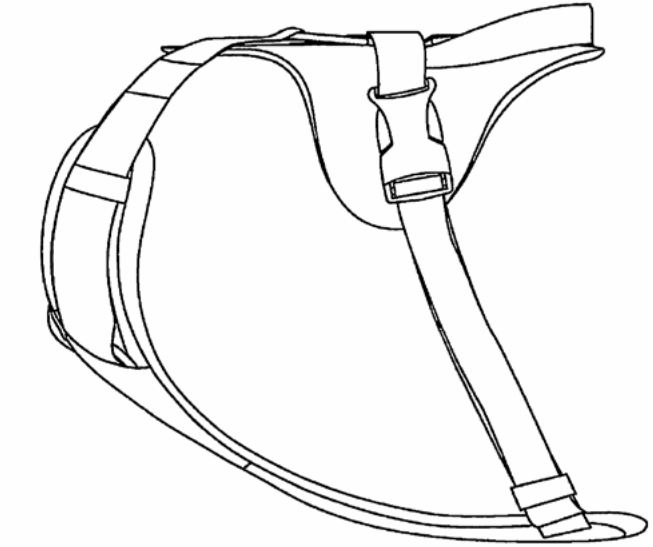
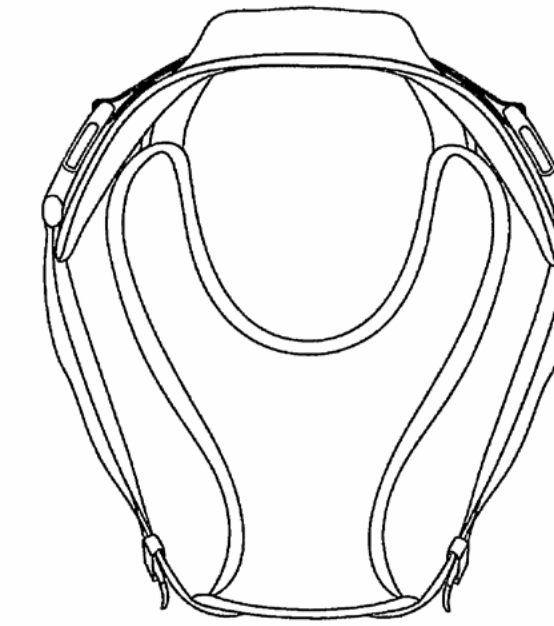




# Legal Protection

## dedication to IPR protection

- **Broad IP Ownership:** We hold registered intellectual property rights in more than 50 countries.
- **Innovation and Competitive Advantage:** We encourage innovation within the company, and by protecting our innovations, we provide our partners with a competitive edge in the market.
- **Legal Framework and Enforcement:** Establishing and maintaining a robust legal framework for protecting intellectual property rights.
- **Litigation Deterrence:** Our partners are less likely to face legal disputes over intellectual property infringement. By proactively protecting our assets, we can avoid costly legal battles.
- **Customer Trust:** Customers are more likely to trust a company that invests in innovation and safeguards its creations.





# *Leading brand in Europe*

- **Sold at major retailers** across the continent  
(Fressnapf, Trixie, Pet Supplies Plus, Hollywood Feed, Chewy, Zooplus, etc.)
- **Amazon Vendor Partner** of USA, UK, Italy, Germany, France, Spain, Netherlands and Belgium.
- **Over 20 million harnesses** sold since the beginning
- **230K followers** across social media
- **Subsidiaries and Partners** in United States, Europe, Japan, China, Korea, New Zealand, Australia, South Africa





# **JULIUS-K9®** **AVAILABLE IN** **50+ COUNTRIES**

## *Subsidiaries*

- *United States*
- *Taiwan*
- *Germany*

## *Biggest European wholesalers*

- *United Kingdom*
- *Italy*
- *Spain*
- *Netherlands*
- *Germany*
- *France*





A woman with long dark hair, wearing a blue baseball cap, a striped shirt, and blue jeans, is walking a brown and white dog on a leash. The dog is wearing a purple harness with "JULIUS-K9" written on it. They are on a paved path in a park-like setting with a city skyline in the background. The image is overlaid with a semi-transparent blue filter.

# ***OUR LICENSE PARTNERS***

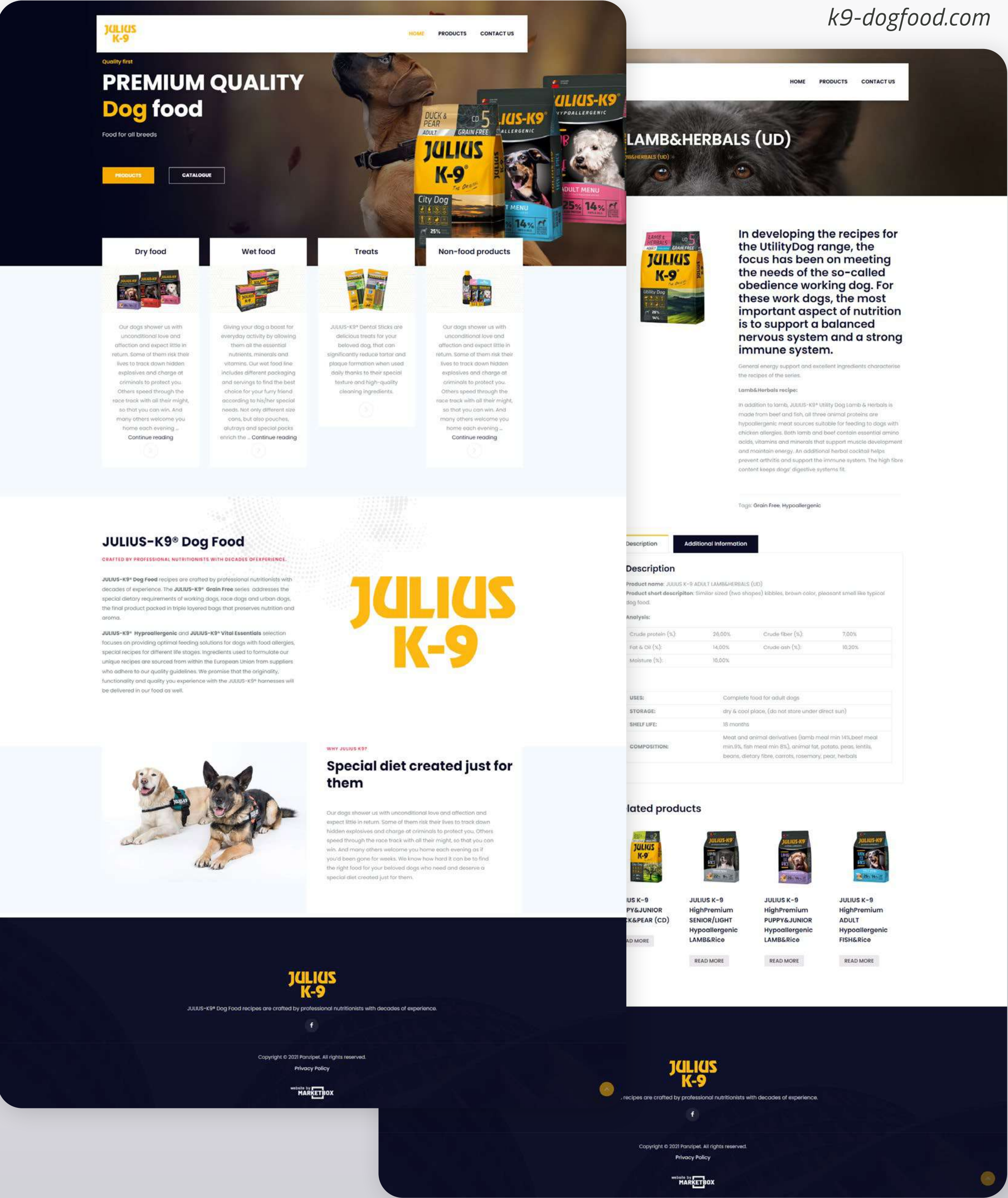


# JK9 X PANZI PET

# JULIUS-K9®

# DOG FOOD

Crafted by professional nutritionists  
with decades of experience.





# JK9 X PAW PATROL DOG HARNESS

*Beginning of a lifelong journey*



nickelodeon.





# AWARDS



- 2014 Dogs Award (Germany)  
– JULIUS-K9®
- 2015 Pet Business Industry Recognition Award (USA)  
– JULIUS-K9®
- 2017 Pet Friendly Workplace Audience Award (Hungary)  
– JULIUS-K9®
- 2017-2020 The Awards of the Pet Industry Users' Favorite Brands (China) – JULIUS-K9®
- 2018 Design Management Award (Hungary)  
– K9-Sport Kft. / JULIUS-K9®
- 2019 Anyos Jedlik Innovation Award (Hungary)  
– Gyula Sebő
- 2019 Red Dot Design Award (Germany)  
– JULIUS-K9®
- 2020 German Design Award  
– JULIUS-K9®
- 2020 Plagiarious (Germany)  
– JULIUS-K9®
- 2021 German Innovation Award  
– JULIUS-K9®
- 2021 LUX Awards (United Kingdom)  
– JULIUS-K9®



# ***Our Values***

***Canine  
Science***

***Innovation***

***Animal welfare***

***Sustainability***



# ***JULIUS-K9<sup>®</sup> around the world***





# ***JULIUS-K9® around the world***



BARCELONA, SPAIN



PARIS, FRANCE



LONDON, UNITED KINGDOM



MILAN, ITALY



# *Four-legged heroes*







## ***Follow us***



***Global Facebook site***

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***Instagram***

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***TikTok***

*[www.tiktok.com/@julius.k9.the.original](http://www.tiktok.com/@julius.k9.the.original)*



***YouTube***

*[www.youtube.com/user/TheJuliusk9](http://www.youtube.com/user/TheJuliusk9)*



***Website***

*[julius-k9.com](http://julius-k9.com)*



# ***NEW DAY. NEW WALK.***

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***THANK YOU FOR YOUR ATTENTION!***

*For any questions or inquiries, feel free to email our team  
at [sales@julius-k9.com](mailto:sales@julius-k9.com) or [info@julius-k9.com](mailto:info@julius-k9.com).*