



JULIUS-K9[®]

BACKED BY SCIENCE, EXPERIENCE & HEART

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, K-9 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.
- Dog harnesses represent 30% of the global pet accessories market in 2024.
- In 2024, the harness category reached a market value of 2 billion USD.



The inventor of interchangeable patches original

original patches since 1997

- What would our lives be like if dogs could talk? For the first time ever, **JULIUS-K9's 1997 innovation** will now allow dogs to tell their messages in our language.
- Available worldwide in a wide variety of colors, sizes, and designs, our patches allow pet owners and professionals alike to personalize their equipment while improving visibility and communication.
- Innovation is at the heart of everything we do. That's why our patch system has expanded beyond harnesses to collars and now also includes Smart Tag Holder versions, designed to securely accommodate modern tracking devices while maintaining the iconic JULIUS-K9® look.



Harmony between robotics and human resources

the highest level of manufacturing

- Winner of the "Leading Pet Equipment Manufacturer 2025 – Europe" award.
- Each product goes through a manual check to ensure they meet our quality standards.



GLOBAL BRAND AWARENESS

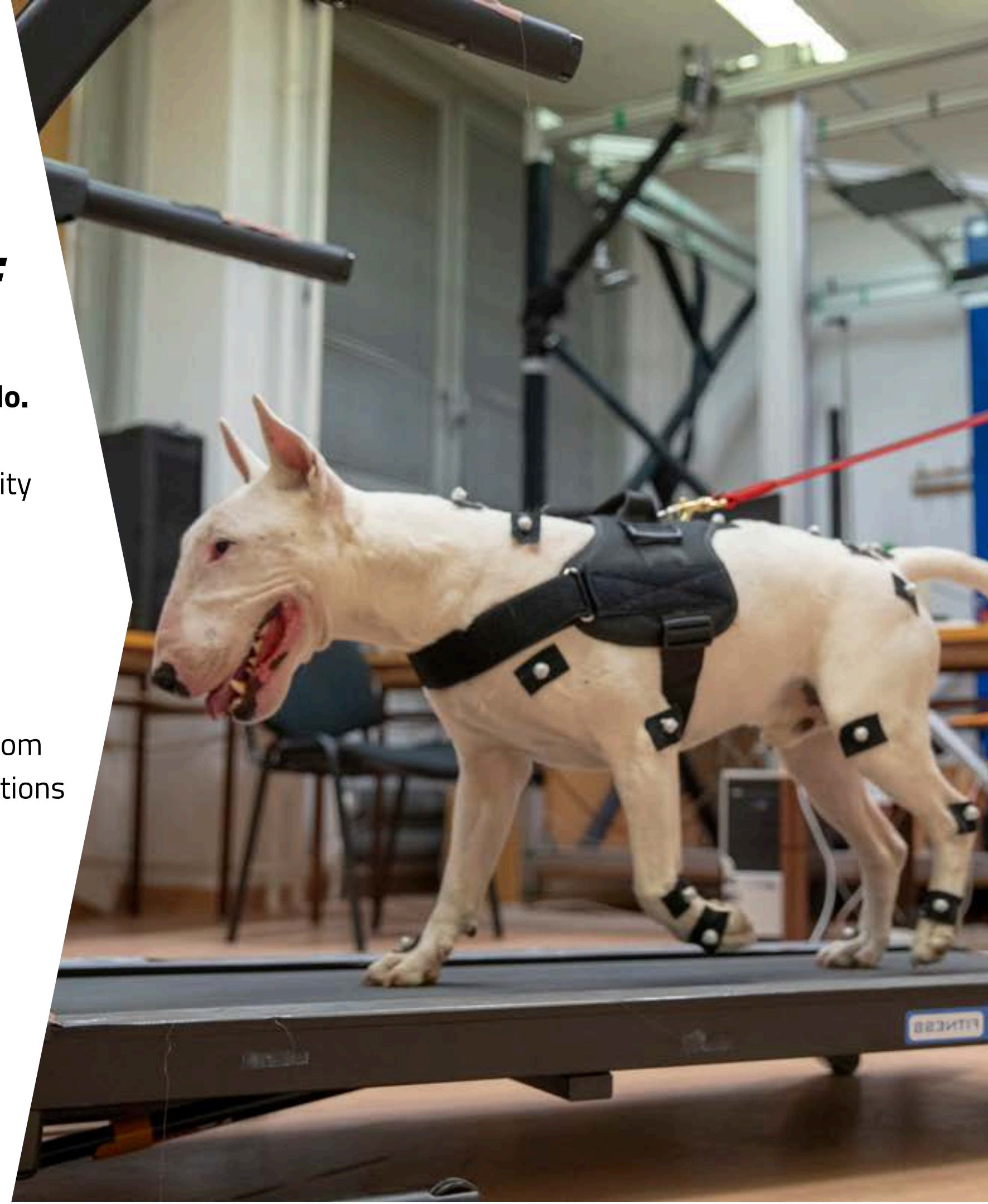
- Julius-K9 has a strong brand awareness driven by its commitment to **quality, innovation, and customer trust.**
- The JK9 brand has a long-standing commitment to animal welfare, particularly in the context of rescuing animals and **providing homes for dogs in need.**
- The company's management has demonstrated a steadfast dedication to the protection of animals and the natural environment for a period of three decades.
- **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.



Continuous product testing

"Dog Health First" product development philosophy:

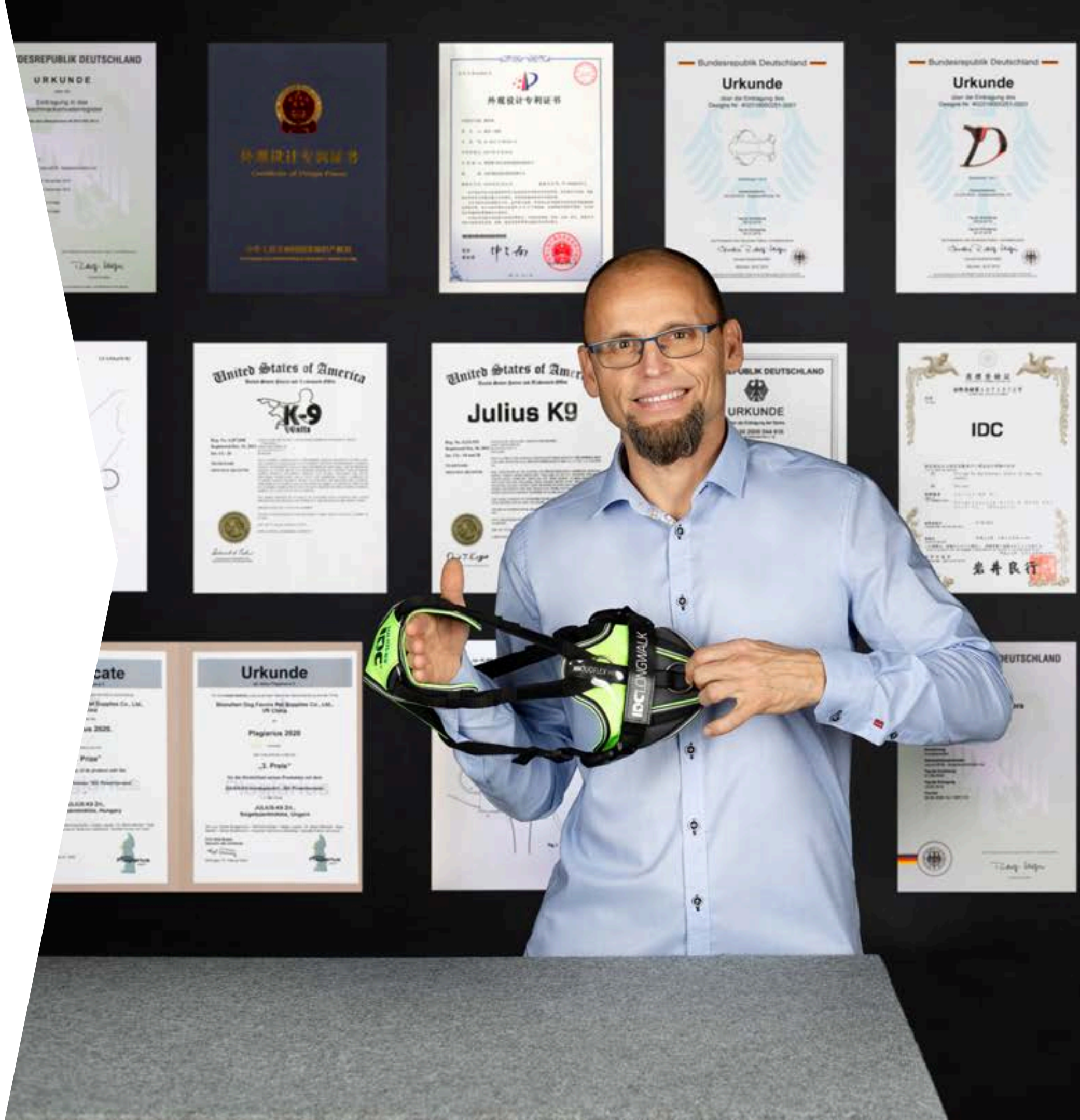
- In our product development, the **dog's health is at the center of everything we do.**
- **Quality Assurance and Safety Compliance:** We maintain consistent product quality and ensure that our products adhere to safety standards and regulations.
- **Improvement and Innovation:** We use test data to 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.
- **Industry Expertise:** Partnering with professionals provides valuable insights and guidance on best practices for maintaining product quality and safety.



Legal Protection

dedication to IPR protection

- **Broad IP Ownership:** We hold registered intellectual property rights in more than 50 countries.
- **What do we add to the success of your brand?** We provide world-class expertise in the fields of design, production, brand strategy and intellectual property protection. Our licensing partners and customers benefit from the expertise and innovation of a brand with over 30 years of experience.
- **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.

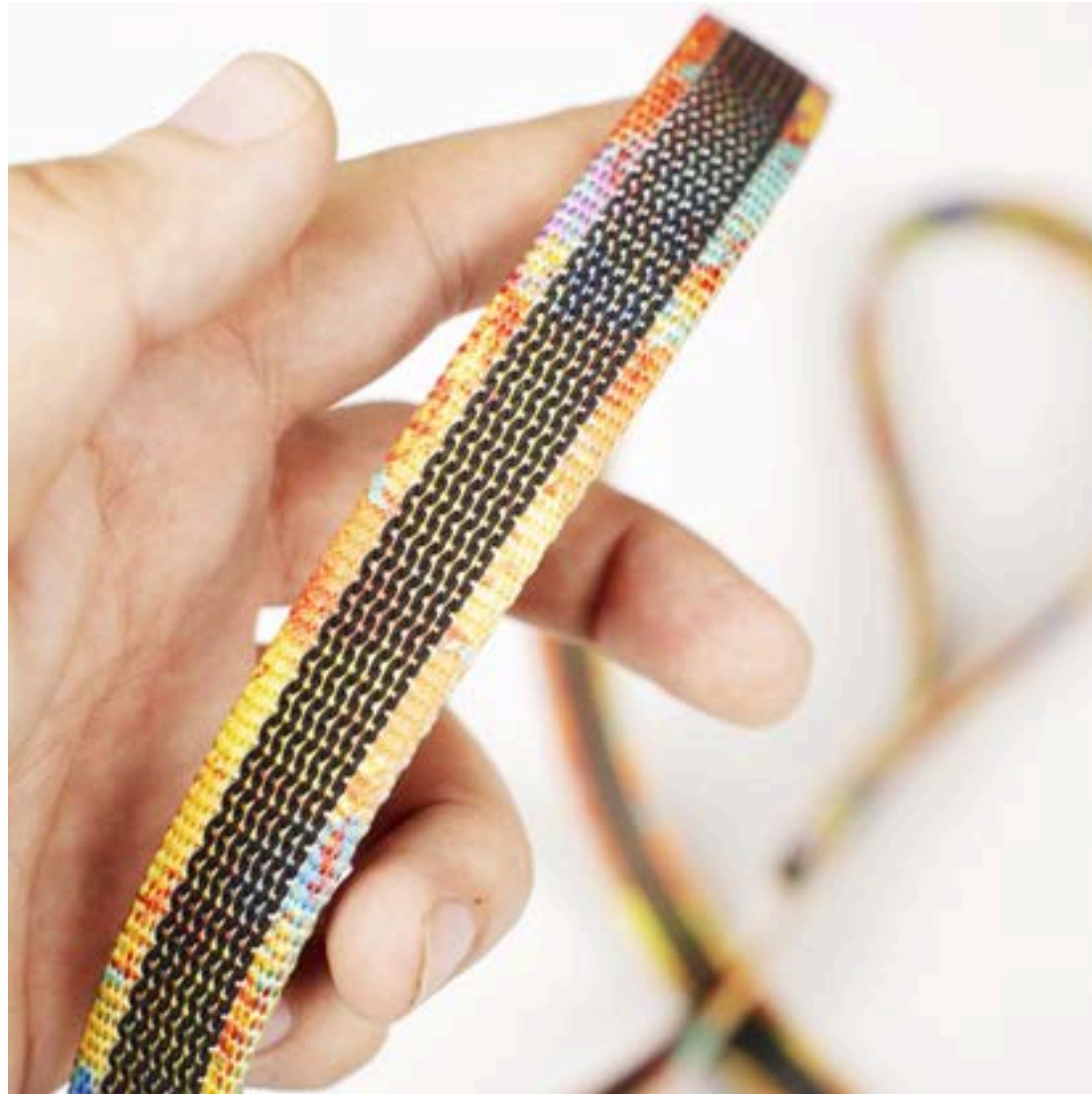




***PRODUCTION
TAILORED
SOLUTIONS***

Customized manufacturing for partner needs

Tailor-made solutions to meet specific local market demands



Customized rubberized leashes



Leashes with padded handles

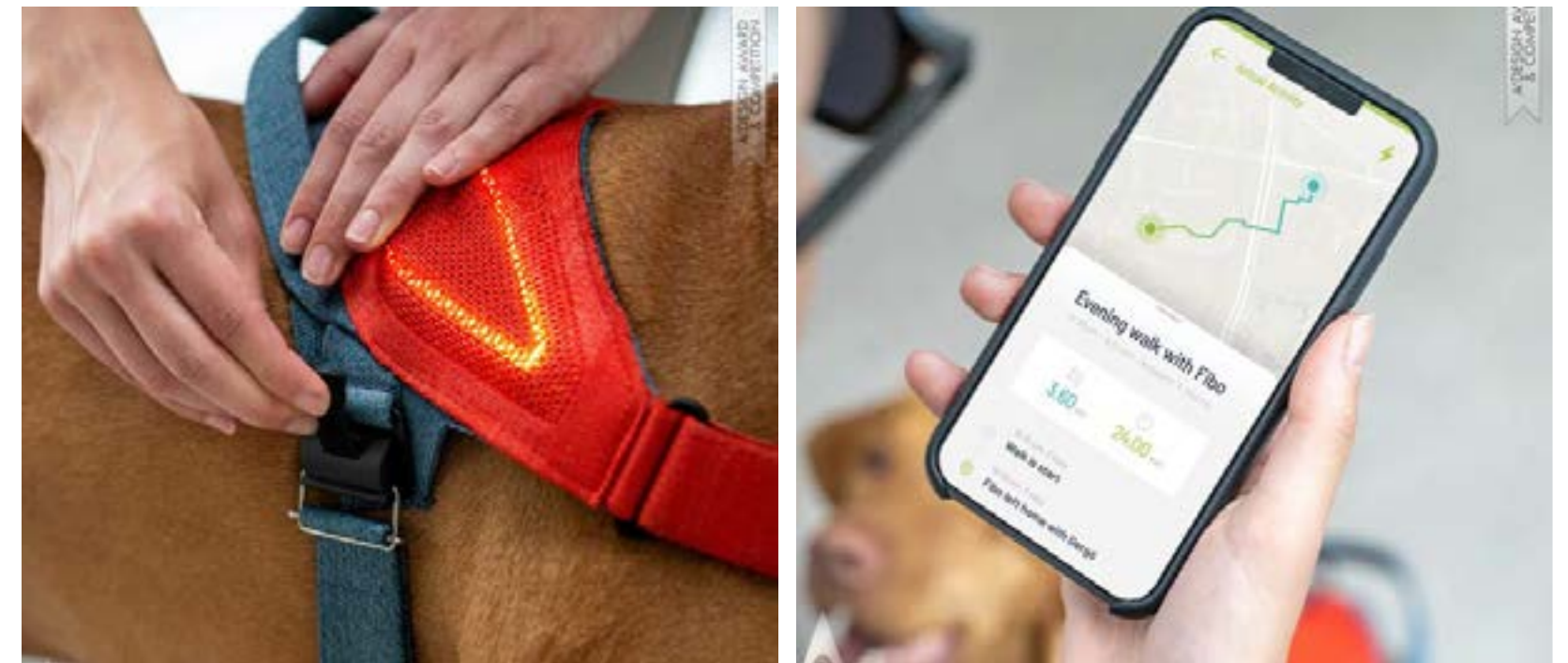


*Custom-patterned harnesses
with matching leashes*

JK9 Smart project

Experimental Innovation 2024

- JK9 Sync is designed to make city living with dogs safer and more comfortable. Thanks to its **high-tech knitting material** the extremely breathable harness provides an ultra-ergonomic fit while also has extreme tensile strength for control. Its integrated hardware provides high accuracy geolocation to help you find your dog if it gets lost. The **hidden LED lights** automatically switch on when it's getting dark creating a safe visibility in the city. Built-in movement sensors track your dog's activity level and signals when it drops below healthy.
- Winner of the **2024 Golden A' Design Award** for innovation in pet product design.
- Integrated GPS tracking for real-time location monitoring.
- Intelligent LED lighting that adapts automatically to the environments.
- Motion sensors for activity tracking and exercise analysis.
- Ultra-light 3D PureKnit® construction for maximum comfort.
- Companion mobile application connecting owners with their dog's data.



IDC Powerharness

since 2009

- **Professional control for urban walks:** The handle atop the harness allows you to control your dog with confidence. Reliability and durability are guaranteed by the shatterproof buckle, and the use of first-class german materials. The reflective elements of the harness ensure good visibility, and the first-class lining provides comfort.
- **Protection of the back:** The saddle-shaped part not only serves as a lining for the straps and as a visibility vest, but also perfectly protects the dog's spinal cord and sensitive nerve tracts from the impact of the leash carabiners.
- **One-click fit for daily use:** To make your bustling days go smooth, the harness can be fitted in a single move.
- **Interchangeable hook & loop patches:** You can choose from countless different patch options to express your dog's personality, mood, or to display useful information on your harness.
- This product is available in **any color** or pattern and can be customized upon request.



SKU: 16IDC-[C]-[S]

Sizes: B2(BXS)-4(BXL)



JK9 Longwalk light harness

since 2025

- **Duo-Flex adaptive movement tracking system** for free breathing and free movement.
- **No-pull ring on the chest part** for double safety when walking on leash.
- **Smart device holder harness patch**, in which e.g. *Apple AirTag* can be attached.
- German straps, INOX rings and high-tech plastic parts.
- **Available in two versions** — one featuring the world-renowned MOLLE system, and the other equipped with a practical handle.
- Both versions are available in sizes ranging from **XS to 2XL**.

with Molle-system

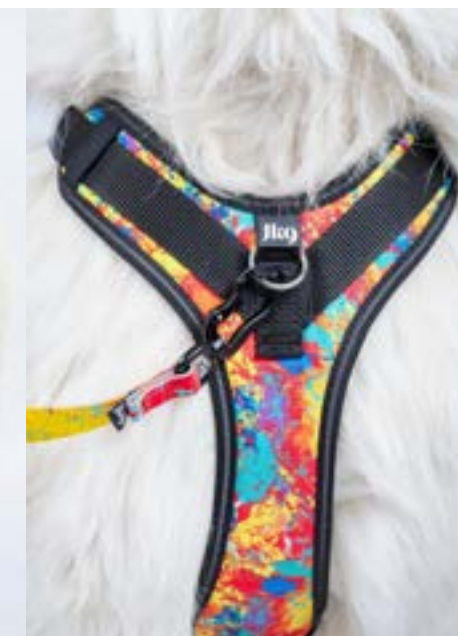
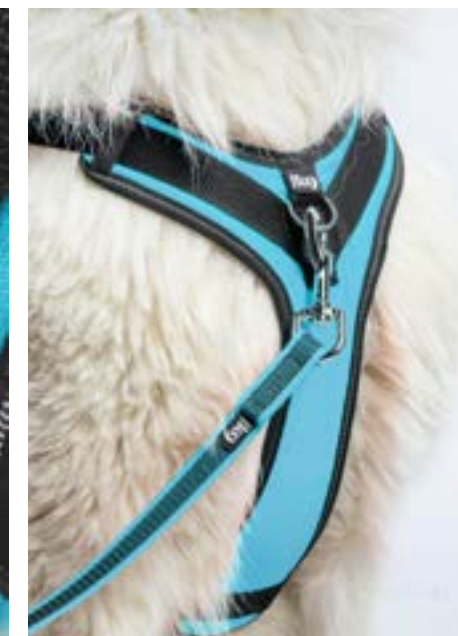


SKU:LWH-LGHT-[C]-[S]

with handle



SKU:LWH-H-LGHT-[C]-[S]



JK9 Power&More harness

since 2025

- **Adaptive leash ring:** Enables smoother leash control. The leash glides easily from one side of the harness to the other during direction changes, making handling less noticeable for the dog. Prevents the harness from twisting, increasing comfort.
- **Reinforced, all-direction handle:** Ideal for urban environments, helps guide or stop the dog when needed.
- **"Total image" saddle section:** Large surface area enhances visibility and allows for vibrant colors, images, or graphic.
- **Wrinkle-free OEKO-TEX® lining:** Protects fur and allows for air circulation under the saddle.
- **Adjustable and openable reflective chest strap:** Ensures a perfect fit and high visibility.
- **Spread the word:** Custom text patches can be ordered for both sides of the harness.
- **Available in custom colors and designs — tailored to partner requirements.**



SKU:25K9-PM-[C]-[S]

Sizes: XS-XL



IDC Powair harness

since 2020

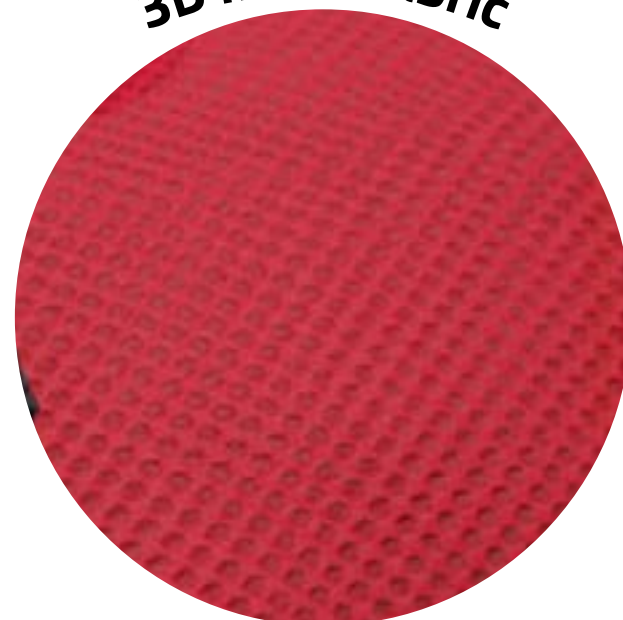
- The IDC Powair harness is one of JULIUS-K9®'s novelties, that serves as a super light version of the original design.
- In sizes S, M, L and XL, a layer of water retaining foam enhances the cooling effect. The harness will also dry very fast after use.
- IDC Powair harnesses are equipped with a handle which was designed in a way, that allows you to grip it very easily in case you need instant control.
- It is made from a special **3D mesh fabric** that ventilates extremely well and provides a comfortable fit for your dog on the warmest days of the summer.



SKU:20PA-[C]-[S]

Sizes: B2(3XS)-3(2XL)

3D mesh fabric



IDC Color & Gray harness

since 2015

- As an addition to its known ergonomically optimized design new qualities were added to the product, in terms of improved comfort.
- The edges of the straps were rounded and thickened.
- Color & Gray's color scheme and designs are protected by industrial design rights.
- The collection offers accessories for everyday dog owners and professionals alike.
- Inspected straps from Germany.
- Fasteners made from Swiss materials.



SKU: 16IDC-[MM, M, O size]-[C]-2015
1650[1,2,3 size]-IDC-[C]-15

Sizes: MM(XS)-3(2XL)



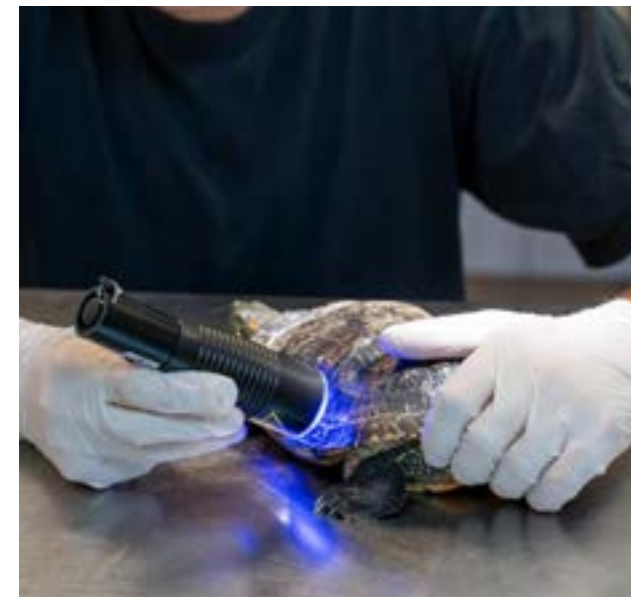
A woman with long blonde hair, wearing a light blue long-sleeved shirt and light-colored trousers, is walking a medium-sized, scruffy brown dog on a leash. The dog is wearing a black harness with a yellow patch that says "K9". They are walking on a paved plaza in front of a modern building with a complex, geometric facade of white and blue panels. The scene is captured in a cinematic style with soft lighting.

***OUR LICENSE
PARTNERS***

JK9 x Safe Laser

Soft Laser therapy at home

- Safe to use without protective glasses
- No harmful side effects
- Perfect complement to medical treatments
- Supports wound healing
- Reduces inflammation
- Promotes bone and cartilage regeneration
- Combines blue light and infrared light



JK9 PET LASER



JULIUS-K9® DOG FOOD

Crafted by professional nutritionists with decades of experience, our recipes are carefully balanced to support dogs' overall health and vitality, using premium ingredients for optimal taste, digestibility, and long-term well-being.

This product is sold under license and distributed by our licensing partner, Panzi Pet Kft.

RETRACTABLE LEASH

Building on the success of our popular dog and cat foods, in 2025 we proudly introduced the JK9 x Panzi Retractable leash collection – designed to match the colors of our beloved harnesses, while combining style, comfort, and practicality for everyday walks.

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THE NEW GPS COLLAR FOR DOGS

The Weenect XT, created in **brand cooperation** with our partner **Weenect**, brings together all the features you need in one device:

- XL antenna with 99% coverage, even in extreme conditions.
- Long-lasting battery (up to 3 weeks in power-saving mode).
- Ultra-bright LED for enhanced night visibility.
- Waterproof (IP68) protection up to 1.5 m.
- Real-time GPS tracking with global satellite systems.
- Virtual fence alerts for safe-zone monitoring.
- Activity tracking to support your dog's health.
- Recall training function with vibration and ringtone – shock-free alternative.

The idea for a joint product between Weenect and JULIUS-K9 was preceded by the meeting of minds rooted in similar thinking. The resulting Weenect JK9 collar is undoubtedly just the first milestone in the collaborative efforts of the two brands.



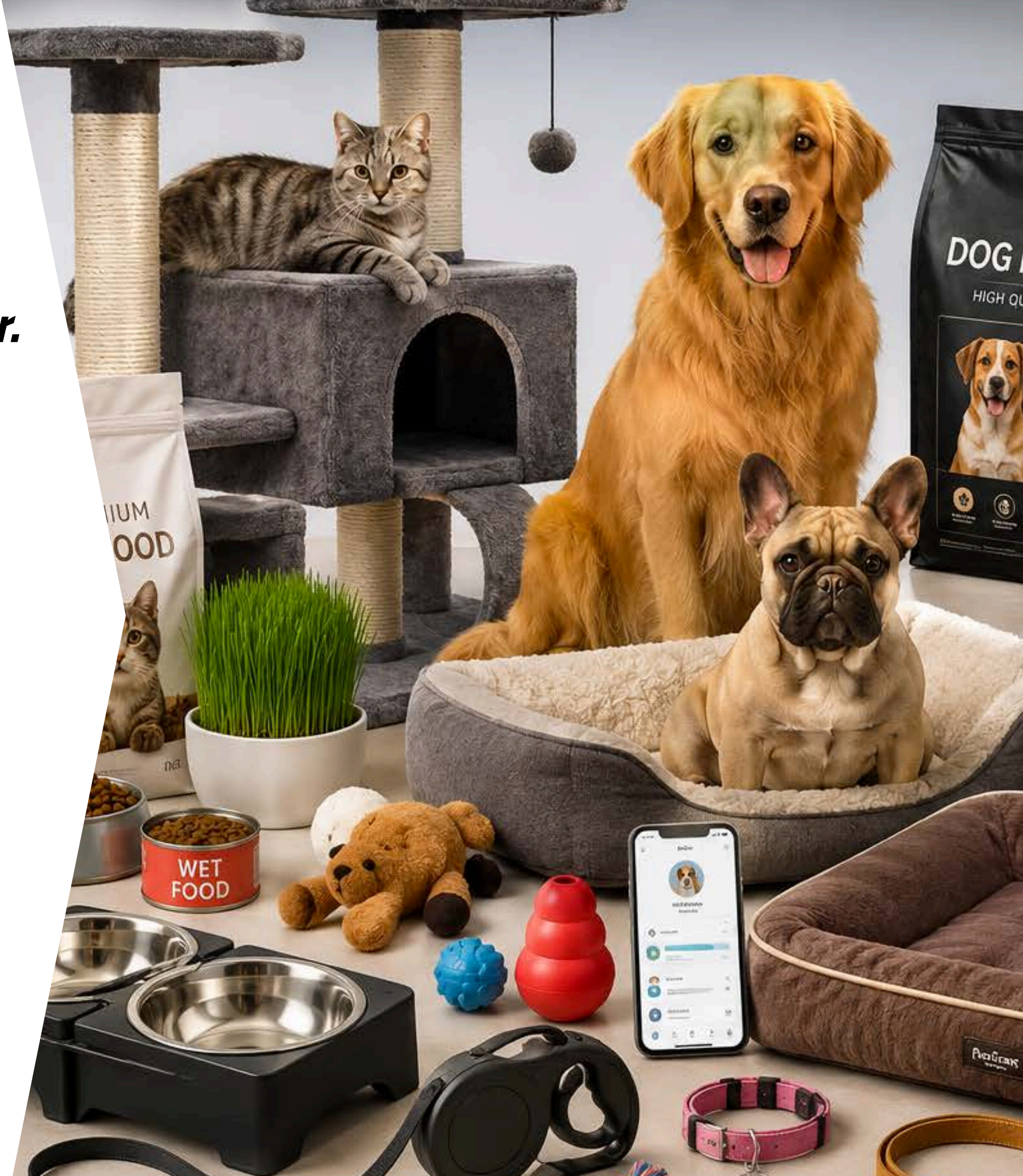
Want to become a JK9 licensing partner?

Got a product idea? Let's make it happen together.

- At JK9, we believe that true innovation comes from collaboration. By supporting licensing partnerships, we open the door for creative minds and trusted brands to join forces with our decades of expertise in design, manufacturing, and global distribution.
- Whether you have a fresh product idea or a complementary concept, we're here to help you bring it to life — backed by the quality, credibility, and recognition of the JK9 brand.

For licensing inquiries, please contact us below.

licence@julius-k9.com



JULIUS-K9 AWARDS



- **2014 Dogs Award (Germany)**
- **2015 Pet Business Industry Recognition Award (USA)**
- **2017 Pet Friendly Workplace Audience Award (Hungary)**
- **2017-2020 The Awards of the Pet Industry Users' Favorite Brands (CN)**
- **2018 Design Management Award (Hungary)**
- **2019 Anyos Jedlik Innovation Award (Hungary)**
- **2019 Red Dot Design Award (Germany)**
- **2019 EY Businessman of the Year**
- **2019 Superbrands**
- **2020 German Design Award**
- **2020 Plagiarius (Germany)**
- **2021 German Innovation Award**
- **2021 LUX Awards (United Kingdom)**
- **2024 A'Design Award**
- **2025 PET worldwide - Dog and cat accessories category winner**
– JULIUS-K9 x Weenect - GPS collar for dogs
- **2025 Leading Pet Equipment Manufacturer 2025 - Europe**

OUR VALUES

Innovation

Intellectual property

Canine Science

Animal welfare



JULIUS-K9® around the world



NYC, USA



TAMPA, USA



MYKONOS, GREECE



TAIPEI, TAIWAN

JULIUS-K9® around the world



BARCELONA, SPAIN



PARIS, FRANCE



LONDON, UNITED KINGDOM



MILAN, ITALY

Four-legged heroes





LinkedIn

www.linkedin.com/company/julius-k9-official



Global Facebook site

www.facebook.com/juliusk9



Instagram

www.instagram.com/julius.k9.the.original/



TikTok

www.tiktok.com/@julius.k9.the.original



YouTube

www.youtube.com/user/TheJuliusk9



Website

julius-k9.com

Be our partner and enjoy comprehensive marketing support with unlimited access to our digital assets.

NEW DAY.
NEW WALK.

THANK YOU FOR YOUR ATTENTION!

For any questions or inquiries, feel free to email our team at sales@julius-k9.com or info@julius-k9.com.

*Brand owners:
JULIUS-K9 Zrt. & JK9 IP Management Zrt.*