

Corporate Identity Manual

EN · 06.2020

With these guidelines, all requirements related to the kybun corporate identity are defined. The design principles are binding for all applications (including labelling, marketing communication, packaging, corporate communication, logistics, electronic media). Employees as well as the kybun partners are requested to comply with the guidelines consistently. The guidelines apply to all implementations of the brand identity. Individual interpretations and solutions are only allowed within the specified range.

<http://marketing.kybun.com>

User: kybun-partner

Password: walk-on-air

On the «Marketing Website» of kybun, all directives, images, logos, artworks, POS animations, technical information and newsletters can be downloaded. We are constantly working on expanding the page.

Introduction of kybun

The guiding idea of kybun

kybun comes from Korean and means «good feeling». kybun wants to help people around the world to a healthy, body-conscious and powerful life. The gentle kybun training method is based on a new movement concept that increasingly animates people from sitting to an elastic springy standing and retrieving their joy of movement.

The key point – making the kybun exercise concept different to all previous exercise and therapy methods – is the fact that it can be unreservedly integrated into everyday life. The kybun material is based on high-quality multicomponent polyurethane. As opposed to traditional floor and therapy PVC mats, the kybun PU material remains elastic and springy for years to come.

The guiding principles of kybun

- » Our products are always first and foremost health promotion.
- » We want to treat our partners, employees and customers in a friendly, honest and personal way.
- » We live by the word-of-mouth recommendation of our customers.
- » We maintain a family relationship with each other (partners & employees & customers) and want to act as a kybun family.
- » We want to move forward together. It is important for us to go step by step in unity.

The motto of kybun

«kybun wants to help people all over the world become healthier, more attuned to their bodies and capable of being more productive.»

Languages

kybun AG is an internationally active company with multilingual partners. By default, all important communication material is created in the languages German, French, Italian and English. Our correspondence with international partners will be held in English.

Designation of kybun

kybun (lowercase)

kybun AG (AG written with upper case letters)

There is no plural form of the brand kybun

The font used for the kybun logo is not used for anything else

Designation of products

We no longer use separate brand names for our products (kyBoot, kyBounder, kyTrainer), but rather put all focus on our main brand kybun. If we speak of our products, we refer to the kybun shoe, the kybun mat and the kybun treadmill.

Content

- 1 Shop concepts
- 2 Communication
- 3 Sales strategy
- 4 Corporate Design
- 5 Shop elements

Questions? Contact us:

kybun AG
kybun Tower
Mühleweg 4
CH-9325 Roggwil/TG
Phone: +41 (0) 71 454 65 00
Mail: info@kybun.com



Shop concepts

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Predefined retail concepts

Partnership concepts

	kybun Shop by	kybun Compact Shop by	kybun Premium Partner	kybun Multi-Brand Partner	kybun Medical Partner
Overview of partnership concepts / categories					
USP	<p>Competence centre for pains of the locomotive system</p> <p>From many years of experience, various tools and resources around kybun have been combined into a comprehensive shop concept.</p>	<p>Hot Spot - the essentials in a small space</p> <p>Our core products in a compact space with the aim of spreading our concept at top locations.</p>	<p>Integrate kybun competence into existing shop</p> <p>Integrate the kybun world into existing shop concept and offer holistic solutions and added value.</p>	<p>Our unique product completing your sales mix</p> <p>Put on, experience and walk healthy. A product that helps and wows customers, as an ideal addition to your store vision.</p>	<p>kybun every day solution supporting your medical services</p> <p>Rounding off your patients' well-being during and after therapy phase. The elastic springy, pleasant kybun effect.</p>
Recommended for / special advantages	<ul style="list-style-type: none"> • Greatest regional impact as kybun shop • Most extensive product range, sophisticated appearance and highest competence • Great number of diagnostic tools for customers 	<ul style="list-style-type: none"> • For premium locations • Complementary location to kybun shop in bigger cities (hot spot) • Entry variant for predefined retail concepts 	<ul style="list-style-type: none"> • Distinct kybun world in existing shop • USP through products offering solutions for pains • Customer acquisition with kybun marketing tools 	<ul style="list-style-type: none"> • Product of exceptional USP and quality • Reaching new customer target groups – experience shows customers return • Customer acquisition via kybun online marketing 	<ul style="list-style-type: none"> • Doctors, physiotherapists, alternative practitioners et al. • Hotels, fitness centres et al. with medical service offers • Suitable upselling to medical services

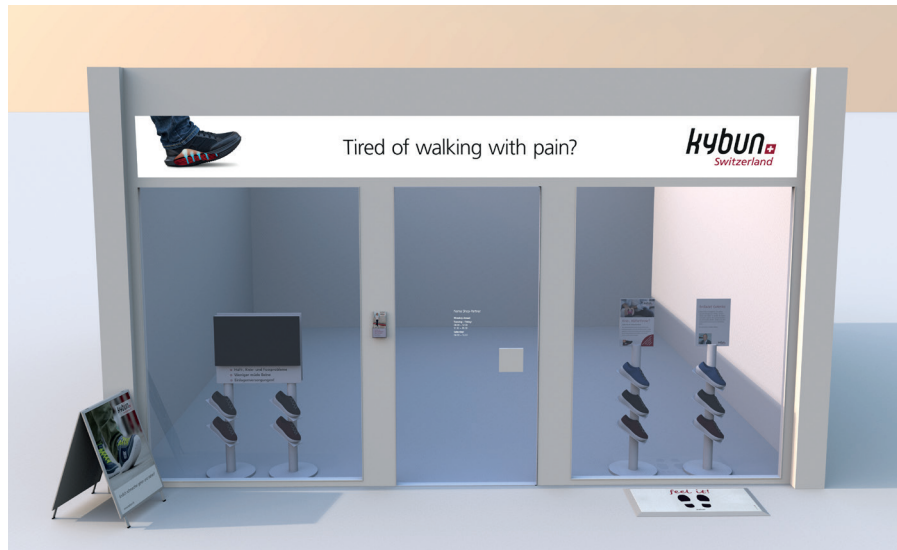
Overview

Product range
Potential
Medical
Investment



	Predefined retail concepts			Partnership concepts	
	kybun Shop by	kybun Compact Shop by	kybun Premium Partner	kybun Multi-Brand Partner	kybun Medical Partner
Recommended display area (without stock)	65 m²	40 m²	30 m²	7 m²	4 m²
Minimum display area (without stock)	40 m²	20 m²	15 m²	5 m²	2 m²
Required number of shoes in stock	400	200	200	100	-
Models displayed in the shop	60	40	40	28	8
Foot pressure measurement station / health station	3 recommended (Foot pressure measurement station and 2 health stations)	2 recommended (Foot pressure measurement station and health station)	2 recommended (Foot pressure measurement station and health station)	1 recommended (Foot pressure measurement station)	Individual consulting
Consultation services	Information events, courses, consultation hours	Information events, courses, consultation hours	Information events, courses, consultation hours	-	-
Trial shoes 8 sizes per gender and technology (Strato and Tropo)	32	16	16	16	16
Sales targets	No sales targets specified. Reference values to be discussed individually.	No sales targets specified. Reference values to be discussed individually.	Potential: 60/month	Potential: 40/month	Potential: 25/month
Starter package	TV credit Advertising material	TV credit Advertising material	TV credit Advertising material	Advertising material	Advertising material

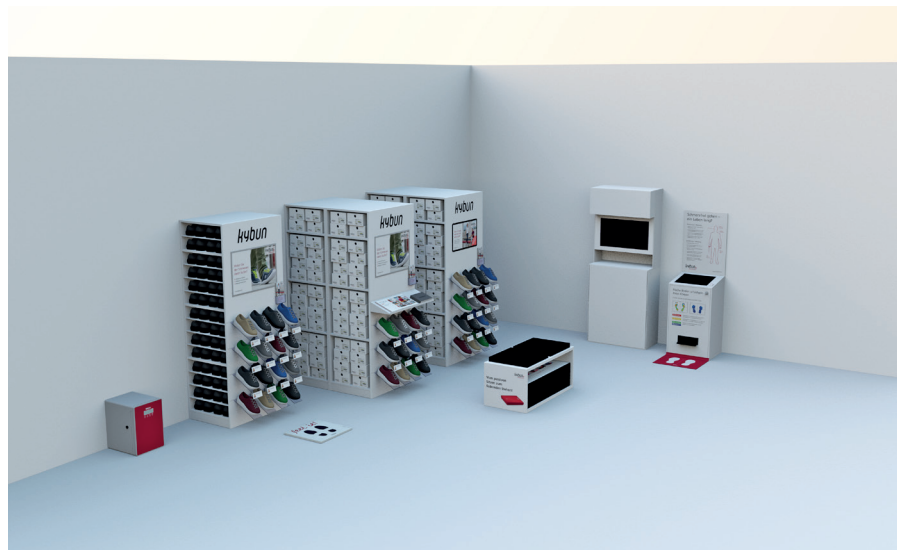
kybun Shop – Window / Indoor



kybun Compact Shop – Window / Indoor



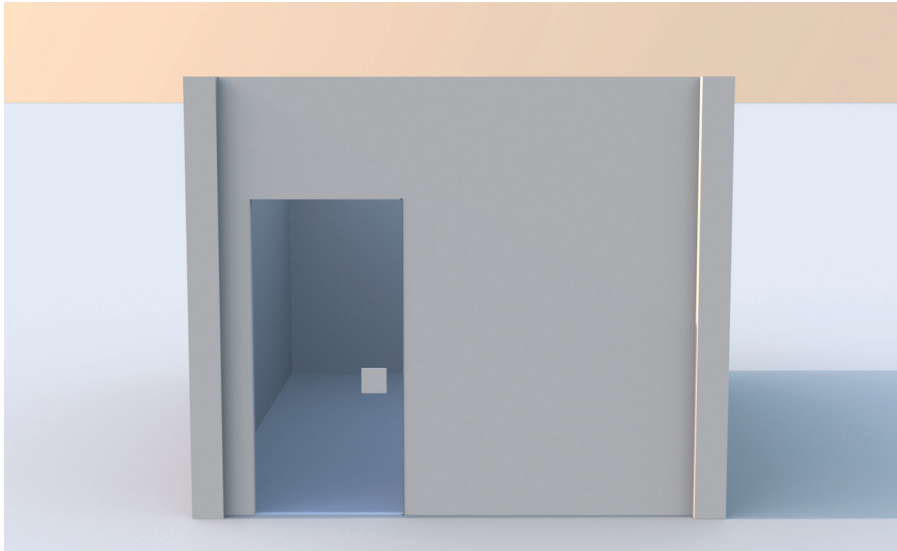
kybun Premium Partner – Window / Indoor



kybun Multi-Brand Partner – Window / Indoor



kybun Medical Partner – Window / Indoor



2

Communication

Questions? Contact us:

kybun AG
kybun Tower
Mühleweg 4
CH-9325 Roggwil/TG
Phone: +41 (0) 71 454 65 00
Mail: info@kybun.com

kybun partner naming for partnership concepts

It is good to have a clear idea for the company naming to strengthen the brand. Only a strong and well thought-out branding concept will stay in the minds of the customers. It all starts with the naming of your company.

To make sure the customer can distinguish between kybun and all our partners, a clear differentiation must be made. This matter is especially important when dealing with online communication.

Please contact our Partner Support when choosing your company name so that we can evaluate the possibilities together before registration. Once the naming is clear, you will have a much easier start on the web and in social media.

Important: It is not allowed to use «kybun» in the company/domain name.

With the **predefined retail concepts**, the naming, use of e-mail addresses, social media, domain names, as well as other points are regulated in a separate agreement.

kybun Premium Partner

If a new name needs to be developed, please make sure the term «kybun» will not be part of it.

New name

No usage of the kybun brand in the company naming

Additional shop labelling permitted:
Authorized kybun Partner

kybun Multi-Brand Partner & Medical Partner

Usually, they already have a company name/brand and will appear as such. kybun will be a part of the range offered both physically and online.

Existing name

No usage of the kybun brand in the company naming

Additional shop labelling permitted:
Authorized kybun Partner

Authorized partner of «kybun»

In combination with your company name, address as well as online communication, all our partners need to use the following kybun partner logo available in German and English:



Online communication: website, e-mail address, onlineshop for partnership concepts

Nowadays, online communication is crucial. Websites, social media, Youtube, Facebook, Instagram or Google Advertising – the better you can fight through the digital jungle, the greater your chance for attention.

Website – domain

The heart of online communication is your website. It is inevitable today to be found in the vast expanse of the World Wide Web. That is why it is also important to have a suitable domain/URL for your website.

We recommend that you connect as closely as possible to the naming of your company in order to give your brand even more power.

It is not allowed to use «kybun» in the domain name or e-mail address.

We kindly ask you to agree on your domain selection in advance with our Partner Support so that we can move on together in the same direction.

With the **predefined retail concepts**, the naming, use of e-mail addresses, social media, domain names, as well as other points are regulated in a separate agreement.

Authorized partner of «kybun»

All websites of our partners need to be recognisable as such with their own company name to make sure there will be no confusion for the end customer at any time. The «Authorized Partner» logo must be visible on the website. The logo is available in German and English. If you wish to use a mail footer, we ask you to also use the «Authorized Partner» logo.

Onlineshop

It is important that the end customer can easily distinguish whether this is the official kybun webshop or a kybun partner.

All onlineshops of our partners need to be recognisable as such with their own company name and the «Authorized Partner» logo to make sure there will be no confusion for the end customer at any time.

It is mandatory to have a physical kybun point of sale before creating a website/ onlineshop.

For specific countries, an affiliate solution is offered, using our own online platform. This means, the partner links to our official kybun onlineshop and receives a commission with every purchase made via this link.

For more information, please contact our Partner Support.

Online communication for partnership concepts:

Social media

Social media – Facebook, Youtube, Instagram & co.

Keep a red thread across all your channels, from shop labels to flyers, posters, your domain and social networks. We recommend you to always appear under your company name.

Make sure you use no wording in combination with the kybun brand. Please adhere to the guideline for the partner naming.

For your social media, it is important that you will use your company logo. In social media, only kybun AG will be using the kybun logo. This way, it will always be possible to distinguish between the kybun AG and its many partners worldwide.

The following rules should be applied on all social media platforms:

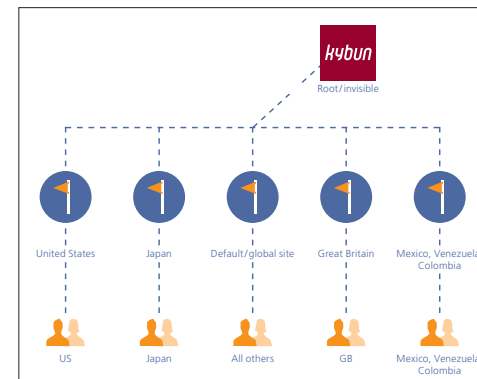


- The kybun logo may only be used by the official accounts of kybun AG.
- The term «kybun» is not allowed to be used in the naming of the social media appearance.

With the **predefined retail concepts**, the naming, use of e-mail addresses, social media, domain names, as well as other points are regulated in a separate agreement.

Facebook

- kybun AG manages all pages and creates specific subpages for new markets.



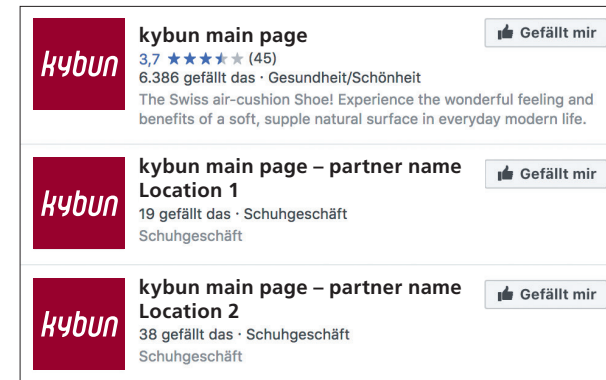
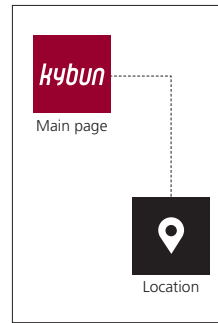
- The global site creates the framework that enables kybun to provide localised versions of content to customers around the world. When integrated into the «global site», you can share the «kybun» brand, the total number of fans, the site address and global statistics of the entire fan community.
- There are separate pages for each market and language. Visitors are automatically assigned by area and language and only receive information in the correct language that is relevant to their region.

Online communication for partnership concepts:

Social media

Facebook – sales points with their own Facebook appearance (store locator similar to Google Maps)

- Presence as an integrated partner location.
- kybun creates the page for the partner and transfers the access rights.
- Existing, independent locations can be integrated into the main page of kybun (not possible are all other types of Facebook pages such as company/brand/product). Please contact our Partner Support for an individual solution.



Advantages for integrated partner locations:

- The partner benefits from the identity as a «kybun» brand in the official corporate design with individual contact data and content.
- «kybun» is automatically integrated into the location name.
- For the visitor, it is obvious that all information is from an official kybun retail partner.
- «kybun» is strengthened as a brand.
- Likes are collected separately, individual evaluation etc. is possible.
- The partner can share individual content or articles from the kybun main website.

Instagram

Create your own appearance based on the existing regulations:

- Without using the term «kybun» in the description
- No kybun logo

These pages remain self-governing and must appear in their own corporate design. It must be clear that it is not kybun AG.

Youtube

We recommend to use only the official channels of kybun and not to upload your own videos. This will strengthen the brand name.

The rules should also be applied consistently to any other social media platforms not mentioned.

Corporate language:

Written rules

By observing the following rules, we can ensure a strong and uniform appearance of our brand.

- » We always use the following quotation marks for commercial purposes: «»
- » Advantages of the kybun shoes are written in singular whenever possible
- » Listings always begin with a capital letter
- » «kybun» is always written in lower case
- » There is no plural of the word «kybun»
- » No product is directly referred to as «kybun» – kybun is always referred to as the overall brand
- » We make no promises of cure
- » Always «pain-free» instead of «healthy»
- » We do not say «soft», but instead talk about the «elastic springy» effect
- » Air-cushion shoe always with hyphen between «air» and «cushion»
- » Always «alleviation of walking pain» instead of «well-being»
- » «Elastic springy air-cushion shoe» or «Swiss air-cushion shoe», but never a combination of «elastic springy» and «Swiss»
- » For product names, double colours are always separated by a hyphen, e.g.: Blue-Grey
- » All first letters of product names are capitalised



Corporate language:

Love words

«Love words» are the words that aptly portray kybun and are therefore repeatedly used in communication. Similar to the logo, they strengthen the brand. We use these words again and again in PR articles as well as newsletters and all other means of communication.

- » kybun shoe
- » kybun sole
- » kybun products
- » kybun MechanoTherapy
- » kybun tower
- » kybun academy
- » kybun team
- » kybunpark
- » kybun mat with textile cover
- » kybun mat with rubber coating
- » kybun mat «feel-it»
- » Trial mat from kybun / kybun trial mat
- » kybun treadmill
- » Mini kybun shoe
- » Swiss air-cushion shoe from kybun
- » Trial shoe from kybun / kybun trial shoe
- » kybun World
- » Trampolin effect
- » Elastic springy
- » Elastic springy ground
- » Alleviation of walking pain

- » Swiss air-cushion shoe
- » Elastic springy air-cushion shoe
- » Air-cushion sole
- » Foot climate system
- » Swiss Natural Walking
- » walk-on-air
- » Health checkups
- » Foot pressure measurement station
- » Gait programming
- » Fascial Performance
- » Rebound effect
- » Micro trampolin
- » Micro-intervall treadmill
- » Cirrus sole
- » Tropo sole
- » Cumulus sole
- » Strato sole
- » Nimbus sole
- » Foot, knee, hip, leg and vein problems

Corporate language: Slogans & advantages

Slogan with therapy:

The Swiss air-cushion shoe from kybun with integrated therapeutic features
kybun – elastic springy comfort and therapeutic benefits to enjoy each day
kybun – elastic springy comfort and therapeutic benefits

Slogan with pain:

Relieve pain with the Swiss air-cushion shoe
Relieve pain with kybun

Slogan with elastic springy:

The elastic springy kybun shoe relieves knee joints
The elastic springy shoe from Switzerland
The elastic springy shoe that activates the blood flow
Enjoy elastic springy comfort while walking and standing, thanks to kybun
Enjoy elastic springy comfort every day, thanks to kybun
kybun – the shoe with the elastic springy sole





Sales Strategy

Questions? Contact us:

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kybun Tower
Mühleweg 4
CH-9325 Roggwil/TG
Phone: +41 (0) 71 454 65 00
Mail: info@kybun.com

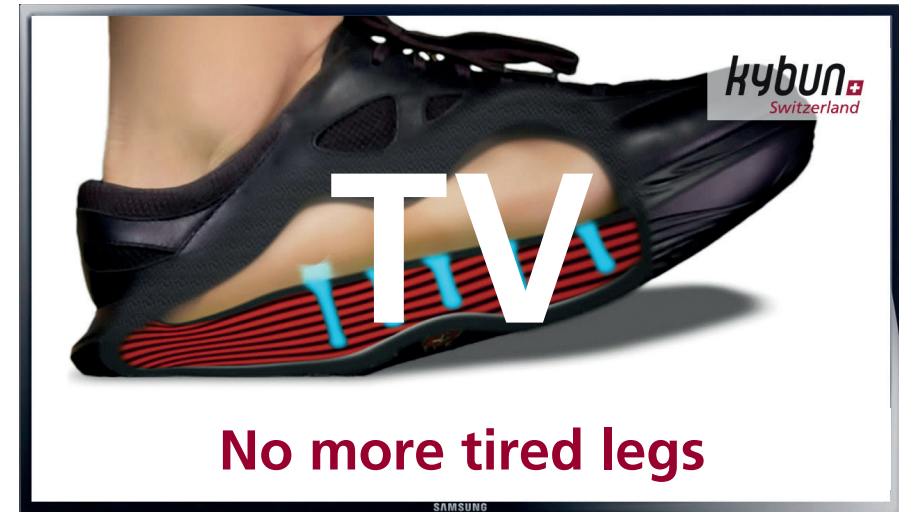
POS animation

The POS animation is an important part of the overall appearance of the kybun brand. This digital medium supports the «fishing» process of the entire POS.

The POS animation will be refreshed continuously and adapted to the running campaigns. If you need another language, kybun AG will create the POS animation with your translations. The finished video files are offered for download on the «Marketing Website» under **7.1 Animations**.

The following formats are available on the «Marketing Website» under 7.1 Animation (other formats/languages can be ordered from kybun AG):

- **Version for LCD-TV (1080p)**
- **Version for POS monitors (800x480)**
 - » avi version
 - » mp4 version
 - » mpg version
 - » mp4 version (HAMA)



It is part of our sales strategy that at least a TV with the POS animation is shown in the kybun shop window, along with the following three benefits and impacts:

- Kind on your joints
- Relaxes your muscles
- No more tired legs

The TV should be placed at eye level of the customers in order to achieve maximum benefit.

POS «fishing» product presentation

Under POS «fishing», we understand what is happening from the first contact through communication (**vision**) to a first impression (**feeling**) to a final conviction of our product by an independent experience (**experience**). This is made possible by the interplay of communication, product presentation and the kybun products themselves.

Active application of the «fishing» method during a sales talk

1. Attract & Inform

Animation/screen: start up the conversation with customers using the animation (which thus has to be well-positioned in the display window). Inform the customer about the quality of our products with the swissness books. Various posters and flyers inform about various problems which can be alleviated with kybun.

2. Feel & experience



kybun mat «feel-it»: having seen it with their own eyes thanks to the animation, customers now experience it themselves – they stand in their own shoes on the «feel-it» kybun mat with rubber coating, allowing them to have a first personal experience of the material.

Foot pressure measurement station: the customer discovers the advantages of the elastic springy kybun sole with visual representation of his pressure points.

Health stations: various stations with different topics in the area of health and exercise complete the shopping experience for your customer.

3. Action

Trial shoes: now, it is important to have the right trial shoes available to offer them to the customer.

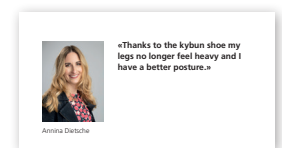
Walk & talk: now, you can and should talk, but making sure that you talk as you walk, rather than standing. Make sure that the customer starts to follow you. «The medical effect is just as good as the feeling.» Then, tell all the other stories, including the ones with a personal element.

Provide explanations: as the customers are experiencing the shoes emotionally, enjoying that feel-good sensation, they will probably ask various questions. These can then be answered.

If possible, point out that their posture has already changed (no longer hunched or limping...) or show them how to roll over the heel, allowing the sole to be pressed together; possibly walk upstairs and downstairs – pointing out to the shock absorption.

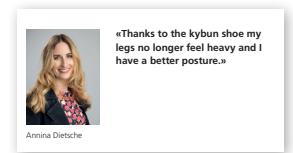
4. Satisfaction

Price Label: to help them make the final decision to buy, you can then use the many customer stories written on the price labels.



kybun product display

The ideal height for presenting kybun shoes is max. 110 cm (belly button height). The kybun shoe should always be shown from the front with the toe area pointing downwards. This way, the customer is able to see the shoe from the best perspective. On display and images, the outer side (never the inner side) of the kybun shoe should be in focus.



Don'ts



POS «fishing» product presentation

The customer is attracted to our products through the POS animation and will quickly realise that the Swiss air-cushion shoe can offer a new well-being.

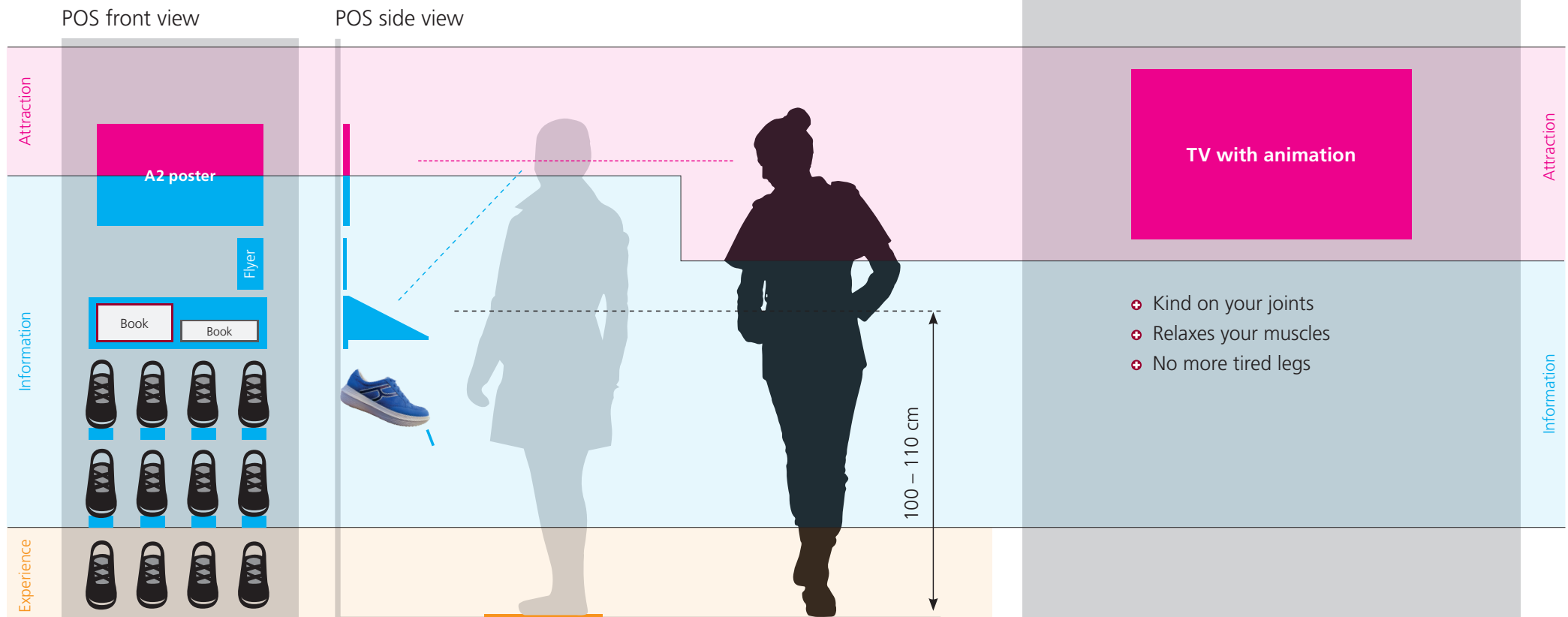
The ideal height for presenting the kybun shoes is max. 110 cm (belly button height). The kybun shoe should always be shown from the front with the toe area pointing downwards. This way, the customer is able to see the shoe from the best perspective. The price tags provide helpful information in the form of short customer testimonials.

The kybun mat with rubber coating enables the customer to have a «feel it» experience while watching the POS animation or looking at the many different styles.

In addition to the TV in the shop window, three advantages should be listed:

- + Kind on your joints
- + Relaxes your muscles
- + No more tired legs

Shop window



4

Corporate Design

<http://marketing.kybun.com>

User: kybun-partner

Password: walk-on-air

kybun logo

All logos are available as PDF (CMYK & Pantone colour) and PNG (RGB colour) files.

2-colour (2c) – 2c_cmyk



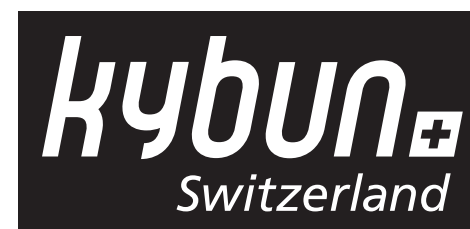
1-colour (1c) – 1c_black



1-colour (1c) – 1c_red



negative



kybun partner logo

All logos are available as PDF (CMYK & Pantone colour) and PNG (RGB colour) files.

2-colour (2c) – 2c_cmyk



Important:

This logo is always used in combination with the partner company name and address. All partner websites need to show this logo so the customer can distinguish between our partners and kybun itself.

1-colour (1c) – 1c_black



1-colour (1c) – 1c_red



negative



Logo ky

All logos are available as PDF (CMYK & Pantone colour) and PNG (RGB colour) files.

1-colour (1c) – 1c_red



1-colour (1c) – 1c_black



negative



Important:

This logo is NOT freely available.
For official use, it must be released
by kybun.

Wordmark

The wordmark is used to support the brand. Please note that the main logos are preferred over the wordmark for a stronger brand identity. The wordmark is available as a black, red and negative version. The wordmarks are available as PDF (CMYK & Pantone colour) and PNG (RGB colour) files.

1-colour (1c) black

kybun

1-colour (1c) red

kybun

negative

kybun

swiss made

The «swiss made» logo is available as PDF (CMYK & Pantone colour) and PNG (RGB colour) files.

1-colour (1c) black

swiss made 

1-colour (1c) red

swiss made 

negative

swiss made 

swiss technology

The «swiss technology» logo is available as PDF (CMYK & Pantone colour) and PNG (RGB colour) files.



* 1c_red or 1c_grey

Bullet points

The bullet points are used to list the «benefits and impacts» and the supporting presentation of «swissness». **The size of the bullet points is defined by the font size (baseline / x-height).**

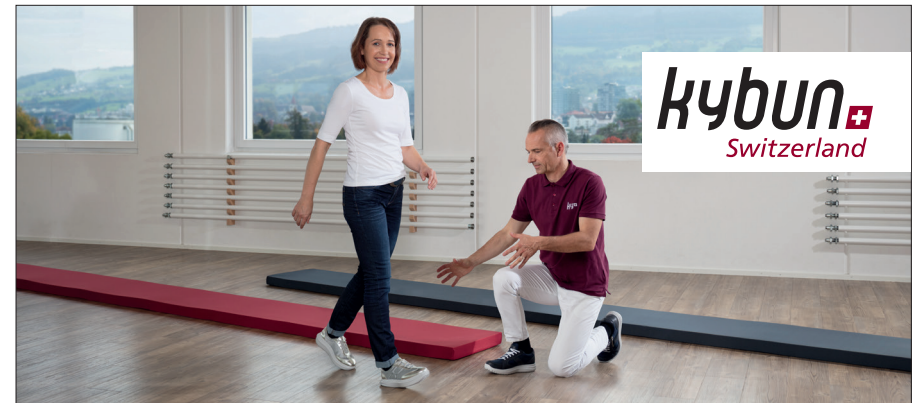
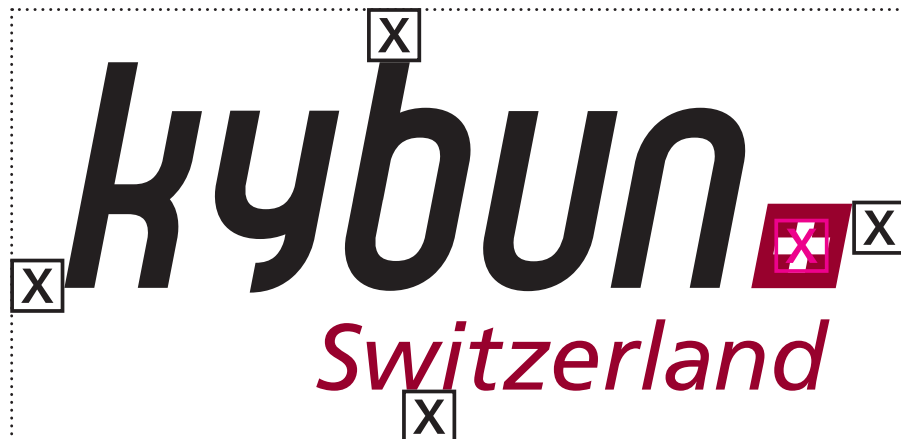


Logo minimum margins & backgrounds

The standard logo (4-colour) is preferred over any other version of the logo. The logo can be used anywhere by placing it on a white background. The white background should go all the way on the side but not at the top. This way, it feels more dynamic.

On dark backgrounds or colourful images, the standard logo can also be used in the negative (white) version although the 4-colour version is to be preferred. Legibility should always be ensured and the minimum margins must be respected for all logos.

The one-colored logos are intended for neutral backgrounds, where the use of the standard logo is not an option or a calmer appearance is needed.

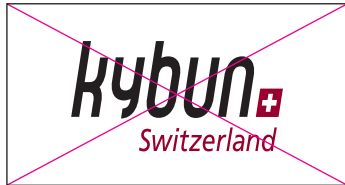


Logo don'ts

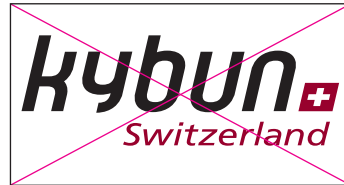
These «don'ts» apply to all logos and wordmarks. Should you require an additional version of a logo, please contact the Partner Support of kybun AG for further clarification.

A consistent branding is crucial for the recognition. Nowadays, we are inundated by thousands of messages of which we can process only a small fraction. Therefore, it is very important how we present ourselves to the world – this way, we maintain a common, stylish and professional appearance. Furthermore, we increase the level of recognition of our brand.

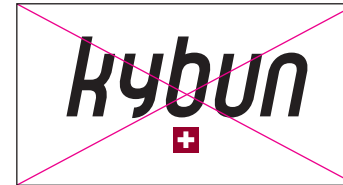
no distortions



no distortions



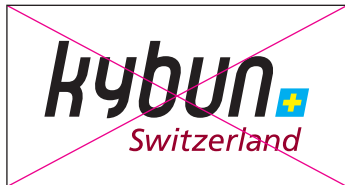
no deletion of elements



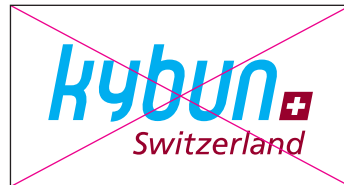
no new or changed text



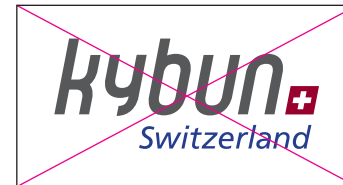
no use of other colours



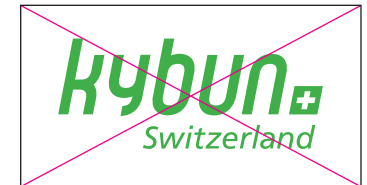
no use of other colours



no use of other colours



no use of other colours



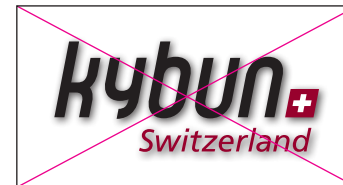
no new proportions



no new proportions



no shadows



no superscript use



Colours

kybun red



CMYK

0 | 100 | 61 | 43

RGB

152 | 10 | 43

PANTONE

202 C

RAL

3032

NCS

S 3060R

HEX

980a2b

kybun black



CMYK

0 | 0 | 0 | 100

RGB

0 | 0 | 0

RAL:

9005 (deep black)

HEX

000

Negative



CMYK

0 | 0 | 0 | 0

RGB

255 | 255 | 255

Cabinets coating

K101 SM (KronoSpan)

NCS:

S0502 G50Y

RAL: 9016

(most similar to traffic white)

HEX

fff

Anthracite



CMYK

0 | 0 | 0 | 80

RGB

87 | 86 | 86

PANTONE

7540 C

RAL

7015

NCS

S 7005-R50B

HEX

575656

Fonts

The font family «Frutiger LT Std» characterises the appearance of kybun AG and all brands in all print media.

Frutiger LT Std – 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Std – 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Std – 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Std – 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Frutiger LT Std – 46 Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Frutiger LT Std – 56 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Frutiger LT Std – 66 Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Frutiger LT Std – 76 Black Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

In case the font «Frutiger» cannot be used for technical reasons, for example in Office applications, the font «Verdana» is used as a replacement:

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Verdana Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Verdana Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

Formats of printed matter

These are the main formats of all flyers. The kybun communications department can customise the flyers with the shop logo and address. For a shop opening, please send us two offers from your local printing partners. kybun AG will evaluate them and take over the printing costs for the start package.

Send us the translations in the desired language for the kybun material you need. The kybun communications department will deliver you the prepared printing files. In case your country is using different measurements/formats for printing, we ask you to send us all the information so that the printing files can be adjusted to your needs. This offer is valid for all printing material kybun AG is offering to its partners.

DINLang Flyer

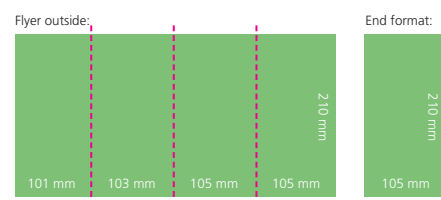


Print on both sides

Open format: 414 x 210 mm
(105 / 105 / 103 / 101 x 210 mm)

End format:
105 x 210 mm

3 x folded (wrap)



A5 Booklet

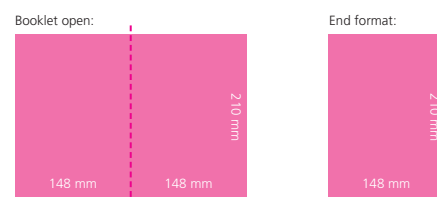


approx. 16 pages

Open format:
297 x 210 mm (148 / 148 x 210 mm)

End format:
148 x 210 mm

2-fold saddle stitch



A4 Flyer

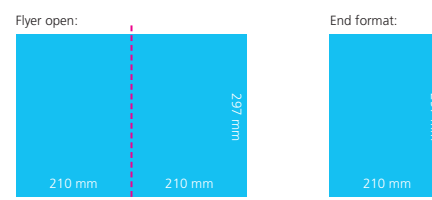


Print on both sides

Open format:
420 x 297 mm (210 / 210 x 297 mm)

End format:
210 x 297 mm

Folded in the middle



A6 Flyer



Print on both sides

105 x 148 mm

End format:



Standard formats

Here is an overview of the formats most commonly used for our printed matter. By default, we work with the metric unit system. If you need a different measurement unit (e.g. the Anglo-American system of measurement), we ask you to send us the exact measurements that are needed.



A6 landscape
(148 x 105 mm)



A5 landscape
(210 x 148 mm)



A4 landscape
(297 x 210 mm)



A3 landscape
(420 x 297 mm)



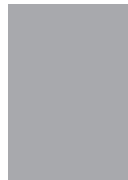
A2 landscape
(594 x 420 mm)



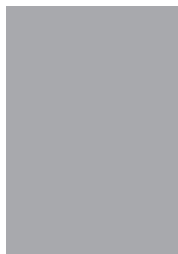
A6 portrait
(105 x 148 mm)



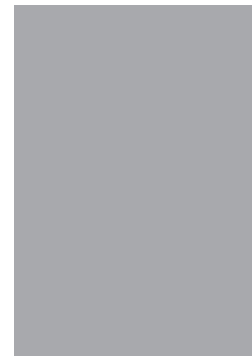
A5 DIN long
(105 x 210 mm)



A5 portrait
(148 x 210 mm)



A4 portrait
(210 x 297 mm)



A3 portrait
(297 x 420 mm)



A1 portrait
(594 x 841 mm)

«fishing» slogans for shop windows and backwalls

With our slogans, we want to attract the attention of our customers. We want the viewer to be addressed personally about his/her state (or lack) of health and well-being. With these slogans, we present ourselves as a possibility to live a healthier and pain-free life.

Tired of walking with pain?

Want to walk the pain away?

A life of pain-free walking?

Pain when walking and standing?

Bubble or subtitle:

Try kybun now!

Try kybun here!

Try now 2 days for free!

Try now for 2 weeks for CHF 30.–!

Experience now free of charge or rent 2 weeks for CHF 30.–!

Experience now free of charge or rent it at favourable rate for 2 weeks!

Example of shop window bubble:



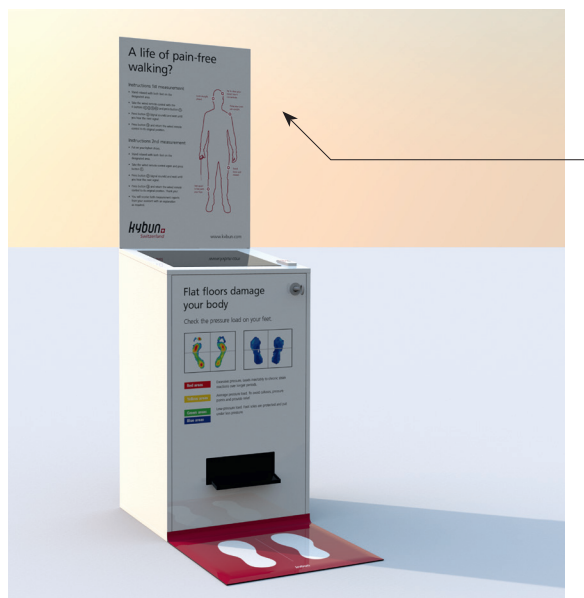
= transparent shop window glass

Elements to support the medical and high quality aspects of the brand

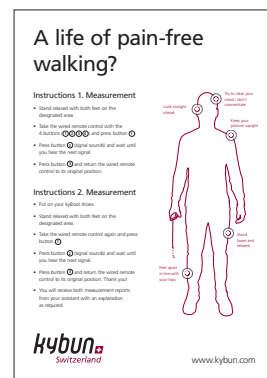
We offer different possibilities to support our brand as a medical device and high-quality product with our foot pressure measurement station and a targeted focus on «swissness» in your shop.

Foot pressure measurement station

What is a better way to explain the privileges of the kybun shoe if not directly with a foot pressure measurement station? Your customers will be overwhelmed by the great effects only reached with kybun. This device is great to use at trade shows, physio events or in your shop. Show the effects to your customers and give them a printout of the results.



Poster with instructions

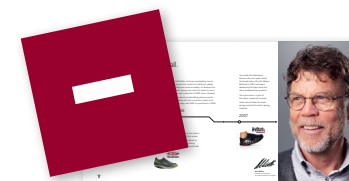


Swissness

The idea of the «swissness» corner is on the one hand to strengthen the Swiss approach for your shop display, and on the other hand also to strengthen the overall impression with a high-quality display tower. As the «swissness» corner is red and has some strong lighting, it can very well be used to create a central attraction to catch the customers' attention. The two books are displayed to show the customer the origins, quality and originality of kybun. This can be used to support any type of sales conversation.



Swiss Air Shoe book



Swissness book





Shop elements

Questions? Contact us:

kybun AG
kybun Tower
Mühleweg 4
CH-9325 Roggwil/TG
Phone: +41 (0) 71 454 65 00
Mail: info@kybun.com

Shop/shop-in-shop concept

The shop/shop-in-shop concept is ideal for the interior design of kybun partner shops, shop-in-shops and booths at exhibits and fairs.

The various elements are modular and can be used in countless combinations. They can be combined with different fronts (see cabinet options and other elements on the following pages).

All prices are ex works Roggwil/Lucerne, Switzerland, without VAT and unpacked. Prices are subject to changes.

On request, kybun AG will provide a transport offer.

In order to prepare a shop layout and corresponding offer, the following information is required:

Dimensions

Floor plan of shop (including windows, doors and other pertinent details),
shop front windows (dimensions needed to design the presentation)

Photos

Shop (numerous photos in order to get a feel for the shop),
shop front windows (inside and outside view)



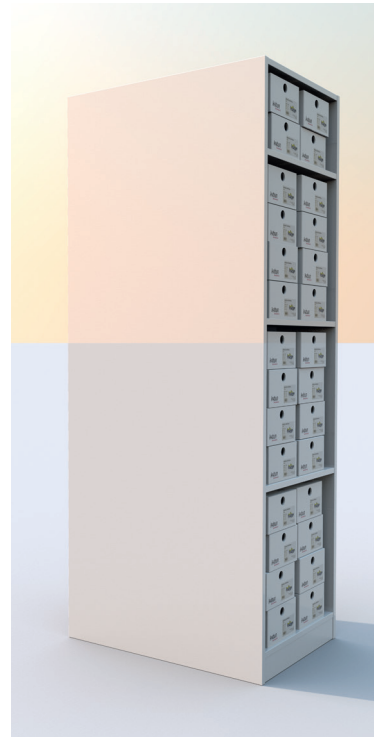
kybun | Joya storage



Front Cabinet
W 800 × H 1'990 × D 570 mm
Item no: MA2023

- » 16 racks
- » 1 kybun/Joya logo sticker
- » 1 brochure holder
- » 1 photo frame A2
- » Colour: matt white coated RAL 9003
- » Weight: 80 kg

Price: CHF 880.–
EUR 815.–



Storage Cabinet
W 800 × H 1'990 × D 570 mm
Item no: MA2022

- » Space for 56 shoes with box (back and front side)
- » Colour: matt white coated RAL 9003
- » Weight: 80 kg

Price: CHF 335.–
EUR 325.–



Trial shoe Cabinet
W 800 × H 1'990 × D 570 mm
Item no: MA2024

- » 16 racks
- » 1 kybun/Joya logo sticker
- » 1 brochure holder
- » 1 photo frame A2
- » Colour: matt white coated RAL 9003
- » Weight: 80 kg

Price: CHF 965.–
EUR 900.–



Cabinet Front
W 800 × H 1'990 × D 100 mm
Item no: EC006N

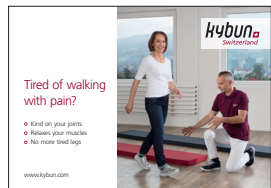
- » 16 racks
- » 1 kybun/Joya logo sticker
- » 1 brochure holder
- » 1 photo frame A2
- » Colour: matt white coated RAL 9003
- » Weight: 40 kg

Preis: CHF 490.–
EUR 440.–

Graphics for cabinets

Image for front frame
(Aluminium, 594 x 420 mm)

Canvas for front frame
(Canvas, 728 x 423 mm)



- » There are new designs beeing created every year to give some diversion to the POS.
- » The layouts are available on the «Marketing Website» under point **4 Printed materials**



Brand block
Item no: MA1324

- » 2-sided print on acrylic glass
- » 150 x 100 x 30 mm

Price: CHF 24.-
EUR 22,-



Presenter basis
W 485 x H 1'775 x D 70 mm
Item no: MA2018

- » 2 posters A3, 420 x 297 mm, (poster holder, plastic)
- » 2 brochure holders
- » 24 racks
- » Weight: 38 kg

Price: CHF 1'745.-
EUR 1'600,-

Presenter TV & poster
Item no: MA2017

- » 1 digital photo frame 15.6"

Price: CHF 1'930.-
EUR 1'760,-

Presenter TV
Item no: MA2015

- » 2 digital photo frames 15.6"

Price: CHF 2'100.-
EUR 1'910,-

Display shelf for books
Item no: MA1329



- » Books are not included
- » Suitable for Cabinet: MA2023, MA2024 und MA2001

Price: CHF 40.-
EUR 33,-



«feel-it» frame red

- » kybun «feel-it» frame suitable for kybun mat with rubber cover 96x46x2 cm
- » Item no: BB003A
- » Weight: approx. 2.5 kg

Price frame:

Item no: ED034N

CHF 210.-
EUR 190,-



Table Presenter kybun Joya Socks

- » 475acs
- » 23x41x50cm

Price CHF 55.-
EUR 45,-

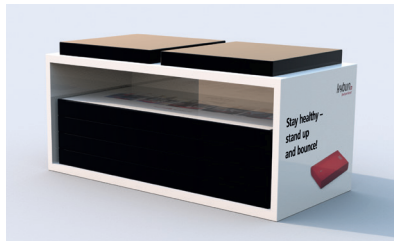
kybun bench



Single bench
W 530 × D 500 × H 460 mm
Item no: MA2060

- » Space for 4 kybun mats
 46 × 46 × 6 cm
- » Weight: 20 kg

Price: CHF 340.-
EUR 310,-

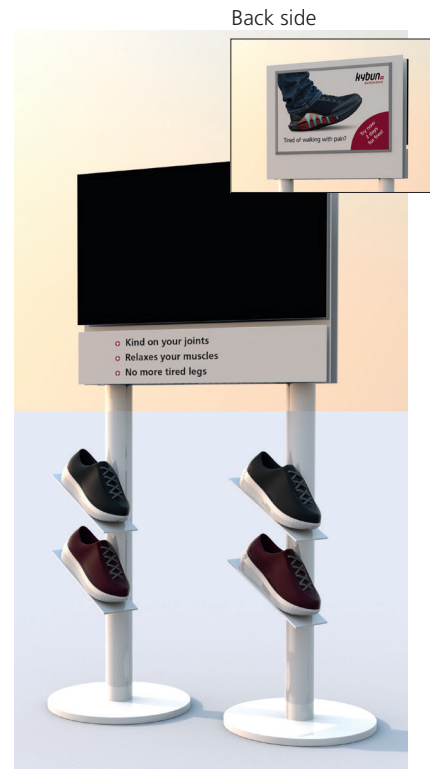


Double bench
W 1'060 × D 500 × H 460 mm
Item no: MA2061

- » Space for 4 kybun mats
 96 × 46 × 6 cm
- » Weight: 30 kg

Price: CHF 495.-
EUR 450,-

Display stands



4 piece TV stand
W 730 × H 1'650 mm
Base 910 mm
Item no: MA1111

- » TV available separately
- » Incl. printed Forex board
- » 1 photo frame A2 (back)
- » Base ø: 400 mm
- » Weight: 23 kg

Price: CHF 1'175.-
EUR 1'068,-



2 piece TV stand
W 730 × H 920 mm
Base 910 mm
Item no: MA1114

- » TV available separately
- » Incl. printed Forex board
- » 1 photo frame A2 (back)
- » Base ø: 400 mm
- » Weight: 23 kg

Price: CHF 1'060.-
EUR 963,-



Screen for TV stand
W 730 × H 430 × D 70 mm
Item no: MA1112

- » ViewSonic CDE3205-EP
- » Weight: 5.2 kg

Price: CHF 450.-
EUR 410,-



3 piece display stand
Height incl. board 1'650 mm
Item no: MA1110

- » Printed Forex board available separately
- » Base ø: 400 mm
- » Weight: 6.5 kg

Price: CHF 570.–
EUR 520.–



2 piece display stand
Height incl. board 920 mm
Item no: MA1109

- » Printed Forex board available separately
- » Base ø: 360 mm
- » Weight: 3.2 kg

Price: CHF 300.–
EUR 275.–



Series of Forex boards for display stands (8 boards)
A3 portrait, W 297 × H 420 mm
Item no. MA1339 (EUR kybun/Joya)
Item no. MA1337 (CHF kybun/Joya)
Item no. MA1340 (EUR kybun)

- » 4x indications
- » 4x testimonials

Price: CHF 90.–
EUR 85.–

Flyer stand



Flyer stand A2
W 460 × H 1'650 × D 520 mm
Item no: MA1113

- » Silver

Price: CHF 360.–
EUR 330.–

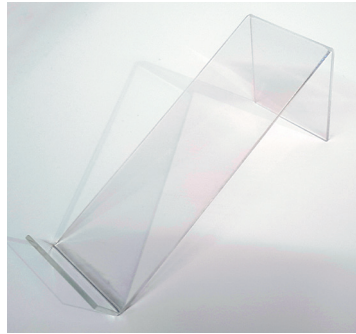
Rack and flyer holder



Display shoe storage acrylic glass for cabinet Item no: MA1305

» Suitable for cabinets & presenter

Price: CHF 8.05/pcs
EUR 7,30/pcs



kybun rack holder Item no: MA1304

» Bundle of 5 pcs
(not suitable for cabinets!)

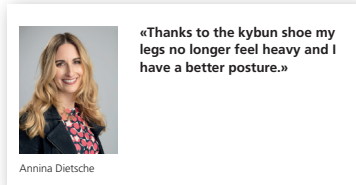
Price: CHF 40.–
EUR 36,–



Brochure holder for cabinet Item no: MA1303

» Suitable for Flyer format
105 x 210 mm

Price: CHF 15.–/pcs
EUR 13,60/pcs



Price label Item no: MA1310

» Bundle of 12 pcs
» 10 print sheets

Price: CHF 0.–
EUR 0,–

Templates with different testimonials or a blank template for customisation are available on the «Marketing Website» under point **4 Printed materials**.

kybun foot pressure measurement station



kybun foot pressure measurement station W 540 x H 928 x D 444 mm Item no: MA4001

» Computer & printer included
» With a kybun foot pressure mat
» Packaging included

Price: CHF 6'300.–
EUR 5'850,–

Deco column kybun



Deco column kybun
W 40 x H 100 x D 40 mm
Item no: ED073N

Price: CHF 165.–
EUR 155,–

Deco cube kybun



Deco cube kybun
W 40 x H 40 x D 40 mm
Item no: ED072N

Price: CHF 106.–
EUR 99,–

kybun klenz



kybun klenz for 2 pairs

B 980 mm × H 450 mm × T 400 mm

Item no: DE005N

» Trial shoes are not included

Price: CHF 390.–
EUR 335.–

