



For a perfect connection
between you and
your dog.

The **Harness specialist**
from Switzerland 

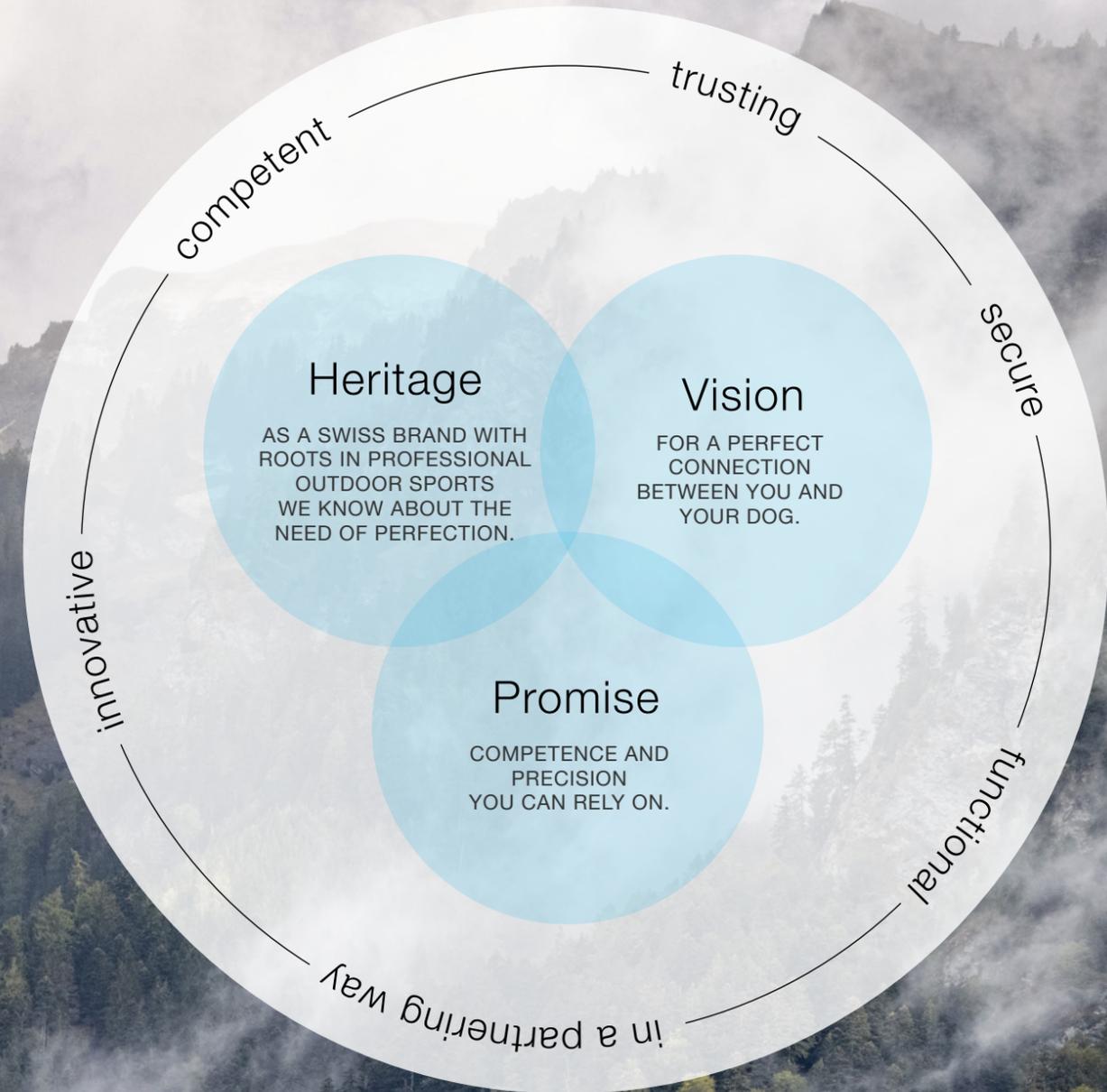


Identity

Our Identity is shaped by our heritage, our vision and our promise.

It can be experienced in our actions, our brand appearance and, of course, in our products.

Our identity represents what our partners and customers can expect from us.



curli has its origin in the Swiss mountains

... and transfers knowledge and experience from professional mountain sports to the pet industry to ensure a best possible connection between you and your dog.

- ✓ Reliable functionality & performance for best control and safety
- ✓ Ergonomically designed 3D Comfort Fit for maximum freedom of movement and security at the same time
- ✓ Extra light-weight to protect your dog's sensitive spine and health
- ✓ High quality material & design



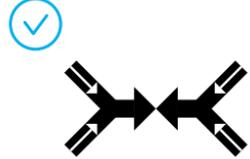
Anyone who has ever been in the mountains knows about the value of reliable equipment and secure trust.

Roland Primus, curli CEO

curli BRAND IDENTITY & STORYTELLING



Best ergonomics



High functionality



Secure performance



curli is made for...

people who value a sense of responsible partnership with their dog.

Our products are positive for pets and allow maximum comfort and security.



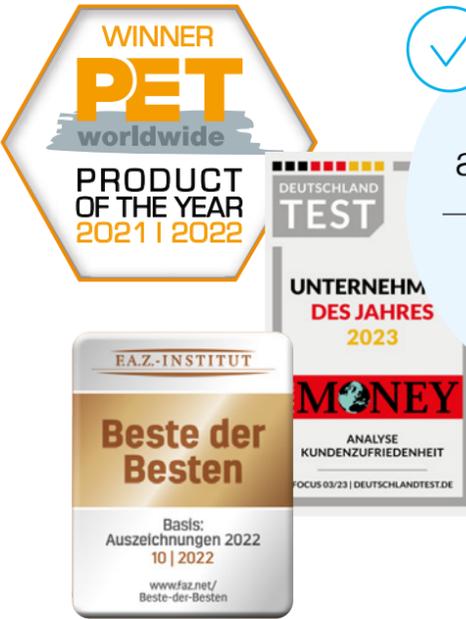
LINK
BRANDMANUAL

curli TOP DIFFERENTIATING FACTORS

Unique extra functionality

dogfinderTM
hosted in Switzerland 

Reliable awarded quality
0.116% RETURN RATE



First to market!
CONSTANT INNOVATIONS

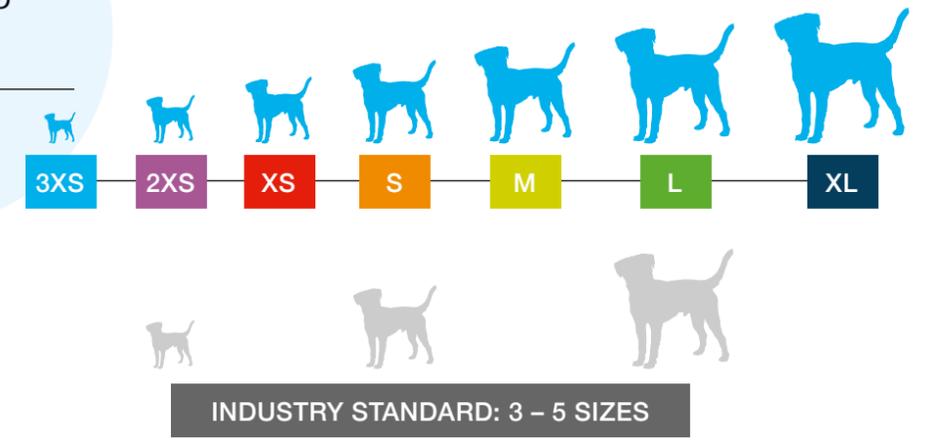


curli[®]

Widest collection
COLORS
FABRICS
FUNCTION



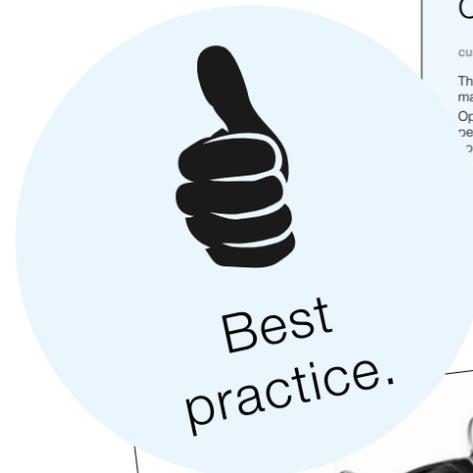
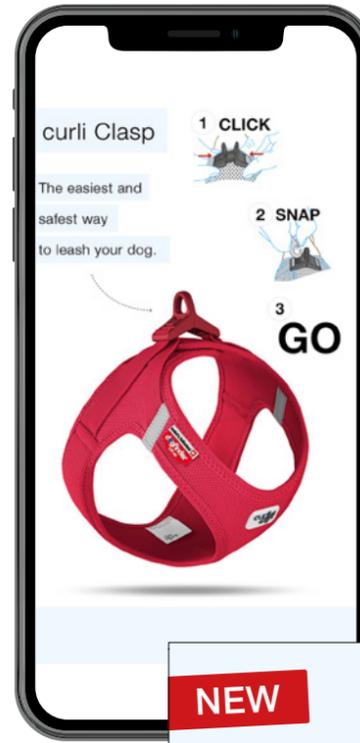
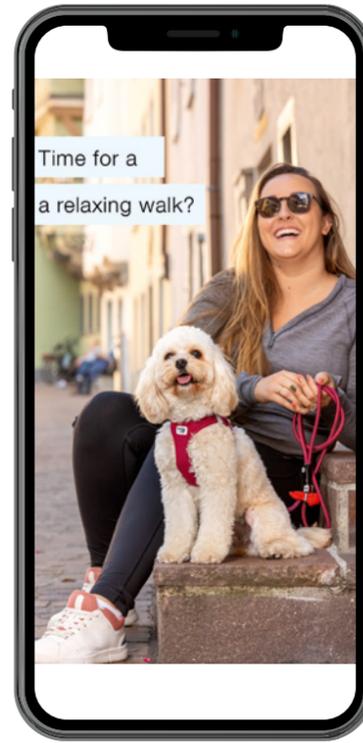
Industries best fitting harness
5 - 7 SIZES



Your toolbox

Whether it's training the team, engaging in marketing activities or creating memorable shopping experiences:

Find ready to use marketing content at the curli Media Hub.



NEW

Apple Leather Collection

curli PREMIUM EDITION

The new curli Clasp Vest Harness made of high quality apple leather. Optimal ergonomics, best performance and reliable safety combined with high quality designed animal friendly, plant-based quality leather.



AWARD WINNING PRODUCT

FACTSHEET

Air Mesh curli Clasp Vest Harness

Controlled weightings, when into the leash for best tension distribution

Ultra strong & safe curl Clasp

Improved cut for maximum mobility

Ultra lightweight

3D Comfort fit

- 10 colors
- 12 colors
- matching leashes
- 7 sizes

Function & Design

• Ultra lightweight, breathable



curli MARKET POSITION

	Best Pet Topper Wrecker	Equibark Vest	Sheddy Air Mesh	Petpaw Polyester	Push Step In	Top Free Quick Connect	curli	EndStep Quick Fit	Range Journey	Julius K9 Power Harness	Buffalo Fit & Light	North Western Warrior	10 Minute Western Warrior	Equibark 9-Grip
Small to medium dogs	\$14.99	\$18.99	\$23.99	\$24.99	\$24.99	\$24.99	\$24.99	\$24.99	\$24.99	\$24.99	\$24.99	\$24.99	\$24.99	\$24.99
Medium to large dogs	\$19.99	\$24.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99	\$29.99

