

DISCOVER

CUR
REX

DYNAMIC
PROGRAM



MISSION

„My goal is to help people enjoy healthy motion for their entire life.“

„Mein Ziel ist es, Menschen ein Leben lang gesunde Bewegung zu ermöglichen.“



Björn Gustafsson

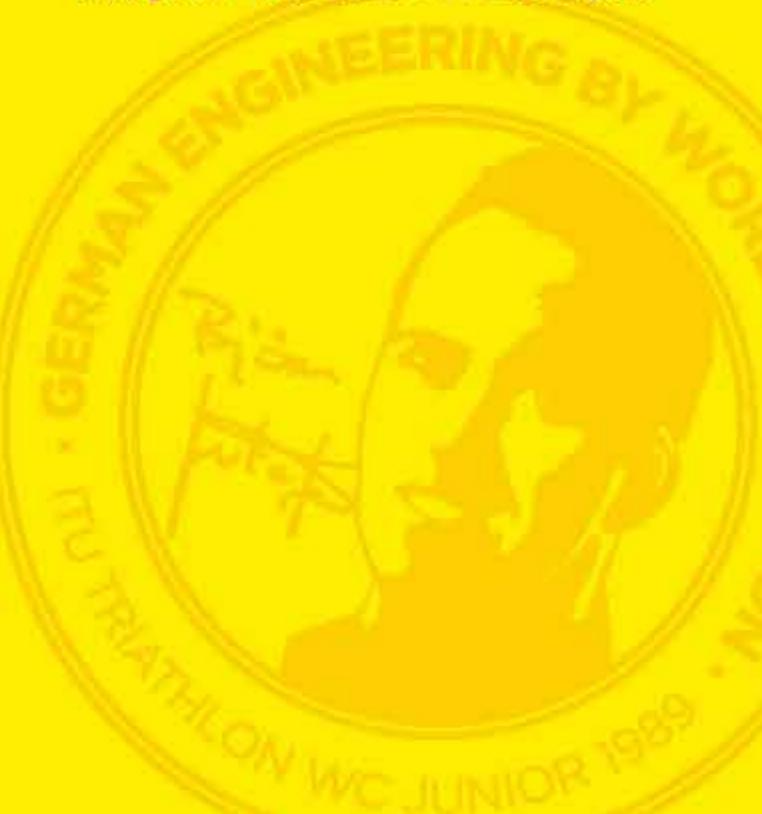
TRIATHLON WORLD CHAMPION 1989 & FOUNDER



THE CURREX STORY

The ultimate INSOLE. This was Björn Gustafsson's vision when he decided to create insoles after thousands of motion analysis. As a former pro triathlete and junior world champion, who had to quit his career due to an overuse injury, he developed his own idea of how to help people stay in motion for life. With an unseen mix of innovative performance and a clear, pure and contemporary style. In 2007 he introduces his first insole: soon his insoles are seen in specialist sports shops, ready for any sporting adventure.

This is important to him: Björn strives for perfection, looks for and develops completely new materials, attaches great importance to the very best workmanship and fit. But above all, he wants every CURREX to become your favorite piece. A daily companion whose value is not measured in sporting success, but in experiences: "For me, the performance of a CURREX begins in the moment when you put it on and go off - wherever your life takes you."



Björn inspecting the first production of DAT
Björn beim Begutachten der ersten DAT Produktion



Björn giving a biomechanical seminar for running gait analysis
Björn hält ein biomechanisches Seminar zur Laufanalyse



Product development with world class Athletes in the CURREX 5-D LAB
Produktentwicklung mit weltklasse Athleten im CURREX 5-D LAB



CURREX = BENCHMARK



ISPO AWARD
WINNER
2017/2018



TAIPEI CYCLE
& awards 2013
Gold



GERMAN
DESIGN
AWARD
SPECIAL
2017



PLUS X AWARD
BEST PRODUCT
2017



PLUS X AWARD
INNOVATION
High Quality
Bedienkomfort
Funktionalität

UNIT 1:

DYNAMIC INSOLES

PLATINPRO | RUNPRO | BIKEPRO | EDGEPRO
CLEATPRO | HIKEPRO | RUNEXPERT

UNIT 2:

DYNAMIC SYSTEMS

CURREX 5-D LAB | CURREX 2-D LAB | MONOLITH
FOOTPLATE | FOOTWORK INSOLE

UNIT 3:

DYNAMIC ACADEMY

5-D GAIT AND RUN ANALYSIS ADVANCED TRAINING
2-D VIDEO ANALYSIS CERTIFICATE COURSE
EXPERT RUNNING SHOE ADVICE TRAINING WITH IHK CERTIFICATE
BIKEFITTING - ERGONOMICS OPTIMIZATION TRAINING

UNIQUENESS

STRONG ARGUMENTS

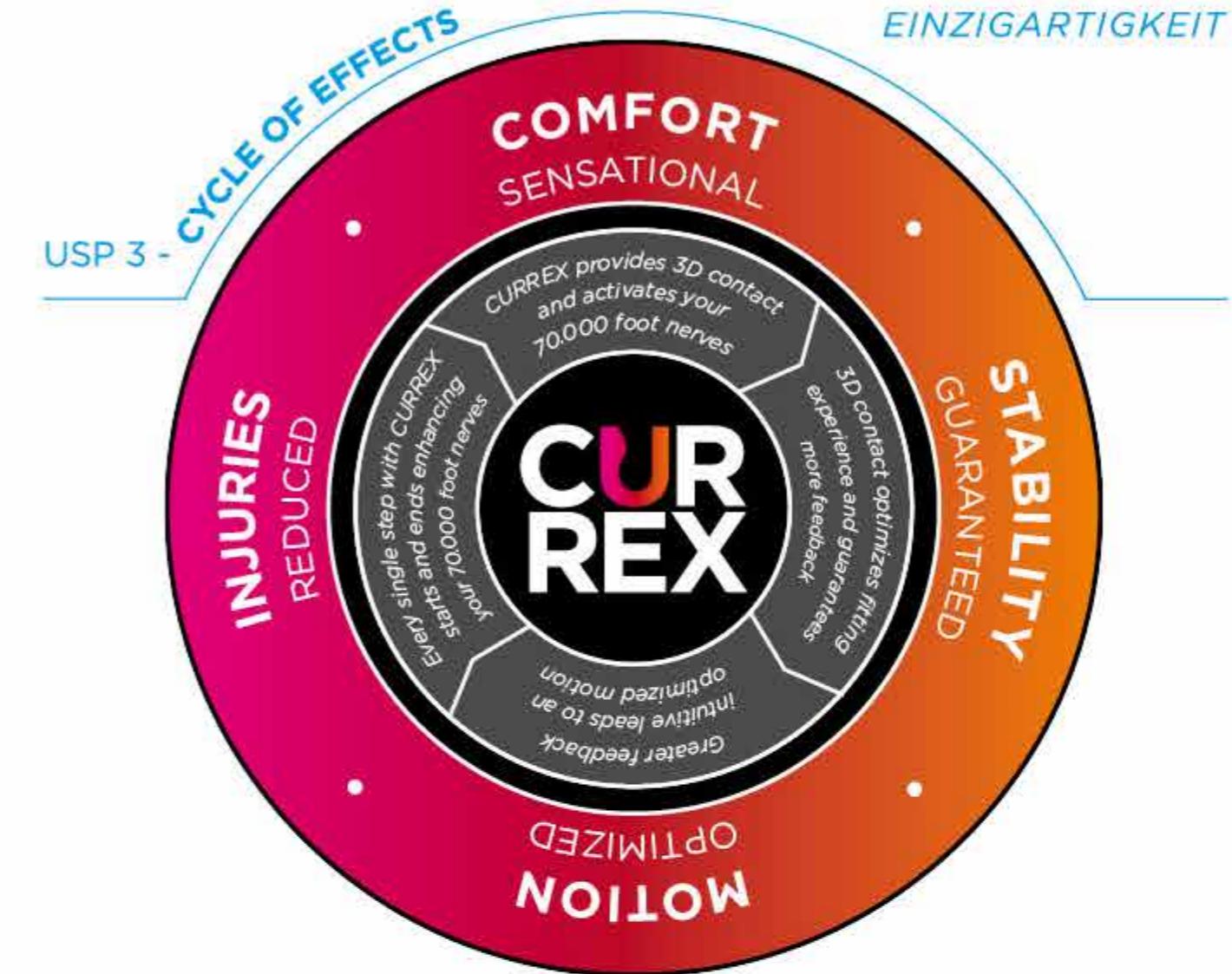
USP 1 - MULTI PROFILE



Customized for every foot. Every type of CURREX is available in three different profiles. Your advantage: This eliminates the time consuming process of heat molding or grinding.

Jede CURREX gibt es in drei verschiedenen Profilhöhen. Ihr Vorteil: es entfällt der zeitaufwendige Prozess wie Erwärmen oder Beschleifen.

USP 2 - CURREX DYNAMIC SYSTEM

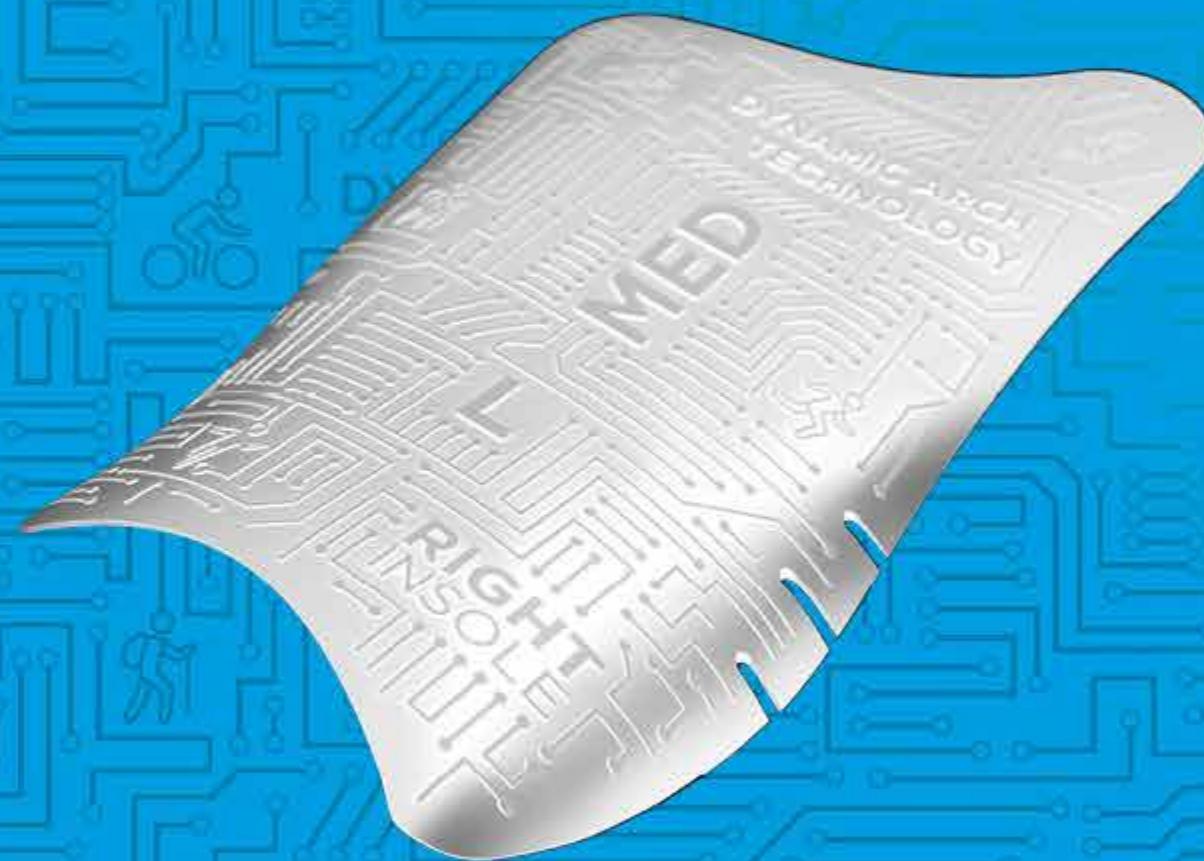


USP 4 - CURREX PRINCIPLE



HEART OF OUR DYNAMIC INSOLE

Dynamic Arch Technology = DAT



FOOT & LEG
defines the
personal profile



HEIGHT/WEIGHT
determine
material hardness



As a result
**18 DIFFERENT DAT
PER INSOLE**

guarantees the
perfect biomechanics and fit

HEROES

CURREX FITS EVERY SHOE

NO SHOE IS FINISHED WITHOUT CURREX



OUR GREATEST FANS
WORLD CHAMPIONS



Success stories - RunPro now writes an infinite number of success stories. Well over 1 million satisfied users with a complaint rate of less than 0.5% are proof of the sustainable performance. Now we have optimized it again by using the best materials. The RunPro already is an evergreen today.

Erfolgsgeschichten - schreibt die RunPro mittlerweile unendlich viele. Weit über 1 Mio. zufriedene Nutzer bei einer Reklamationsquote von unter 0,5% sind der Beweis für die nachhaltige Performance. Jetzt haben wir sie nochmals durch die Verwendung von besten Materialien optimiert. Sie ist heute schon ein Evergreen.

THE UNBEATEN #1 IN RUNNING

Comfort & Fit	*****
DAT Dynamic Flex	*****
Control	*****
Air Flow	*****
Weight	0 0 0 0
Fore Foot Push	*****
Shock Absorption	*****
Daily use	*****

HIGH
MED
LOW

RUN
PRO

- 7% LIGHTER
- BETTER CUR.EVA WITH INCREASED COMFORT
- MORE DYNAMIC DAT
- TRIPLE PROFILE EXPERIENCE



HEROES



Running Force Optimization - ambitious runners often only have one chance to get faster by tailoring their running style to speed. RunExpert helps with its unique neuro-form and neuro-fast-effect gel dots.

Laufstiloptimierung - ambitionierte Läufer haben häufig nur noch eine Chance, wirklich besser zu werden, indem sie ihren Laufstil auf Geschwindigkeit optimieren. Hierbei hilft die RunExpert mit ihren einzigartigen Neuro-Form und Neuro-Fast Gel-Dots.

- NEURO FAST AND NEURO FORM EFFECTS
- AVAILABLE IN THREE PROFILES



**ROCKET WITH NEURO-EFFECTS
FAST HAS NO GENDER**

Comfort & Fit	★★★★○
DAT Dynamic Flex	★★★★★
Control	★★★★○
Air Flow	★★★★★
Weight	●●○○○
Fore Foot Push	★★★★○
Shock Absorption	●●○○○
Daily use	●●○○○

**THE PIONEER OF UNBEATEN
COMFORT & DYNAMIC SUPPORT**

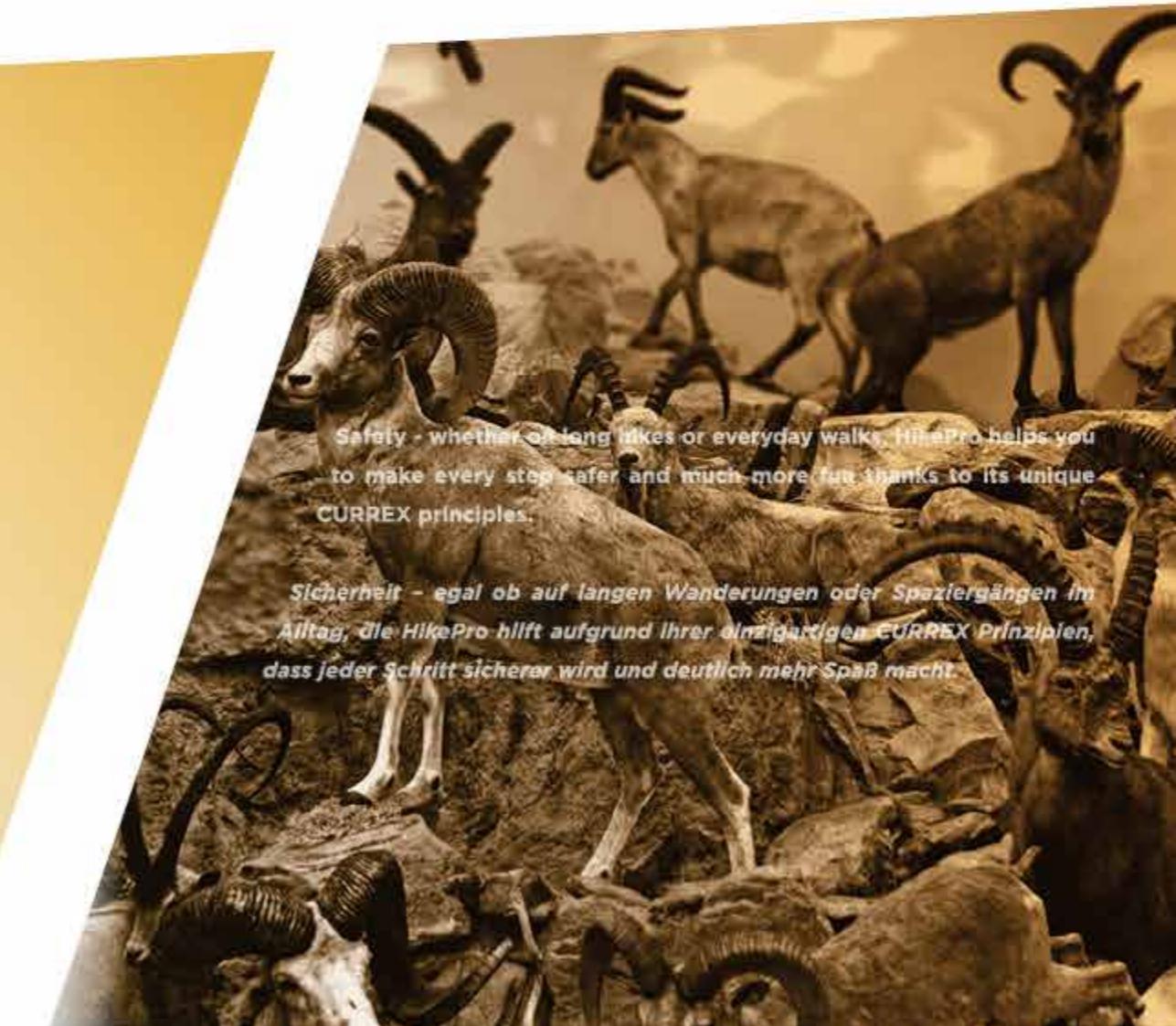
- ALL NEW FIT AND STIMULATION FOR YOUR HIKING EXPERIENCE
- HEEL CENTERING NEO TOUCH GRIP
- ECO FRIENDLY RECYCLED CUR.EVA
- AVAILABLE IN HIGH/MED/LOW PROFILE



Comfort & Fit	★★★★
DAT Dynamic Flex	★★★★
Control	★★★★○
Air Flow	★★★★★
Weight	●●○○○
Fore Foot Push	★★★★○
Shock Absorption	★★★★★
Daily use	★★★★★

Safety - whether on long hikes or everyday walks, HikePro helps you to make every step safer and much more fun thanks to its unique CURREX principles.

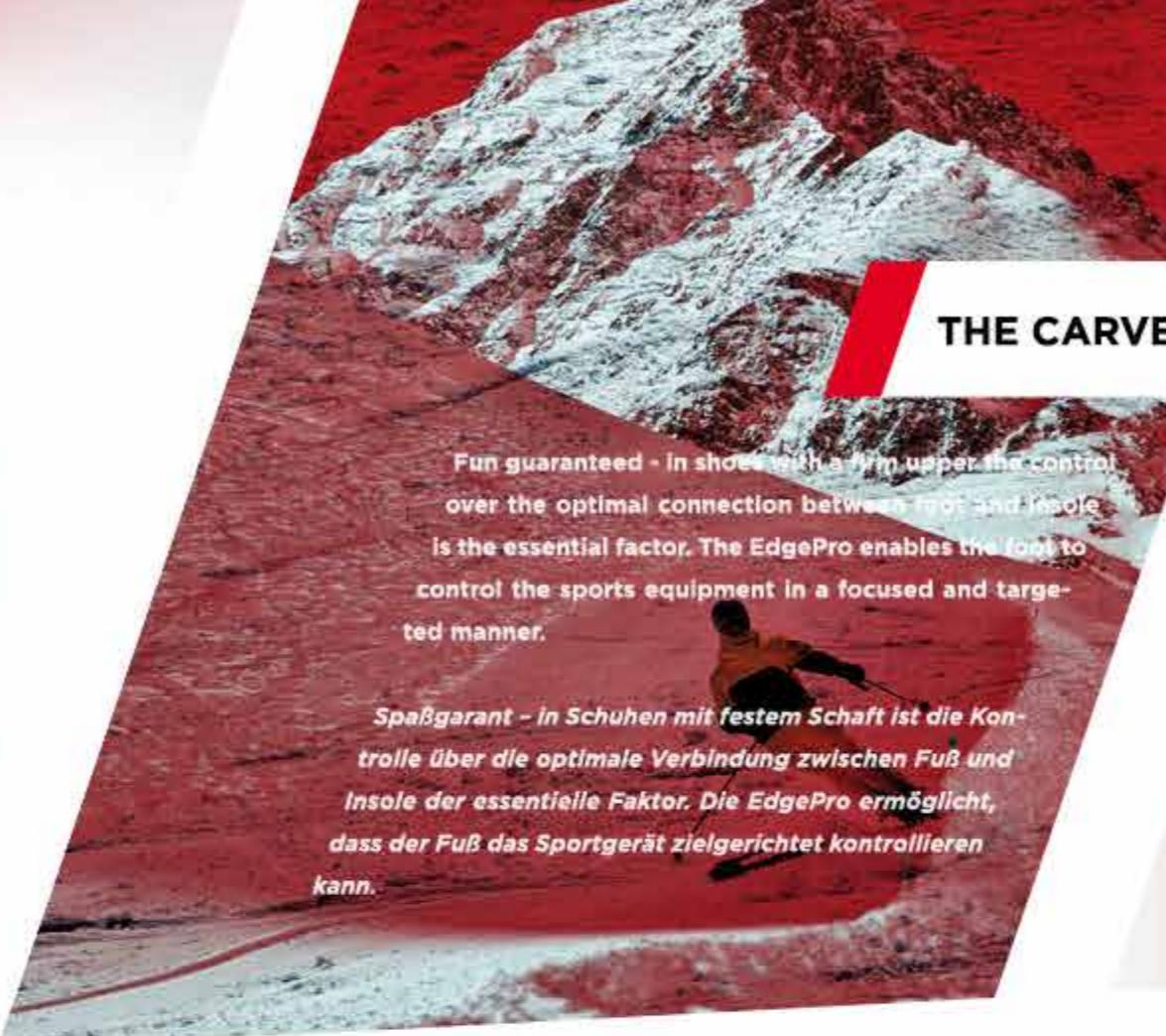
Sicherheit - egal ob auf langen Wanderungen oder Spaziergängen im Alltag, die HikePro hilft aufgrund ihrer einzigartigen CURREX Prinzipien, dass jeder Schritt sicherer wird und deutlich mehr Spaß macht.



HEROES

- HEEL CENTERING NEO TOUCH FOR PRECISE TURNS
- INCREASED THERMO REGULATION SYSTEM
- THREE PROFILES FOR OPTIMAL FIT

**EDGE
PRO**



Comfort & Fit	*****
DAT Dynamic Flex	● ● ○ ○ ○
Control	*****
Air Flow	● ● ● ○ ○
Weight	● ● ● ○ ○
Fore Foot Push	● ● ○ ○ ○
Shock Absorption	● ● ● ● ○
Daily use	● ● ○ ○ ○

THE MAXXXIMIZER WITH DISTRIBUTED PRESSURE

Comfort & Fit	● ● ● ○ ○
DAT Dynamic Flex	● ● ○ ○ ○
Control	*****
Air Flow	● ● ● ○ ○
Weight	● ● ○ ○ ○
Fore Foot Push	● ● ● ● ○
Shock Absorption	● ● ● ● ○
Daily use	● ○ ○ ○ ○

- IMPROVED FORE FOOT POWER TRANSFER
- GREATER AIR FLOW
- THREE PROFILES HIGH/MED/LOW



Continuity - monotonous, uniform movement with the aim of bringing muscle power permanently to the pedal and stabilizing the knees without the feet falling asleep. That and a luxurious feeling under your feet is the core benefit of the new BikePro.

Kontinuität - monotone gleichförmige Bewegung mit dem Ziel, die Muskelkraft dauerhaft aufs Pedal zu bringen und die Knie zu stabilisieren, ohne dass dabei die Füße einschlaßen. Das und ein luxuriöses Gefühl unter den Füßen ist der Kernnutzen der neuen BikePro.



SUPERHERO

FEEL BETTER
PLAY BETTER



CUR
REX
CLEFTPRO



HEROES

THE EMPOWER(ER) WITH FIT & CONTROL



Comfort & Fit	*****
DAT Dynamic Flex	****•○
Control	*****○
Air Flow	****•○
Weight	●○○○○
Fore Foot Push	*****○
Shock Absorption	*****
Daily use	●○○○○

- NEO TOUCH TECHNOLOGY - SUPER GRIP UPPPER FOR BETTER CONTROL
- NEW CUR.EVA CONSTRUCTION
- MORE DYNAMIC DAT FOR TIGHTER FIT
- MULTI PROFILE TECHNOLOGY



Control power – Soccer players want perfect control of their feet at all times: Shooting, kicking, stopping, turning... everything as fast as possible and without unintentional movement. Thanks to SuperGrip, CleatPro offers exactly this possibilities.

Kontrollkraft – Fußballer wollen in jedem Moment eine perfekte Kontrolle über ihren Fuß: Schießen, Antreten, Stoppen, Drehen ... alles so schnell wie möglich und ohne ungewollte Bewegung. Dank SuperGrip bietet die CleatPro exakt diese Möglichkeiten.



PRODUCT TESTING

PRODUKTTESTS

DYNAMIC INSOLES ARE ALWAYS ON TEST BY THE CURREX CREW



OVERVIEW

RUNPRO FASTER & LONGER



- 7% lighter
- More dynamic DAT
- Increased comfort

24/7 365

HIKEPRO COMFORT & SUPPORT



- All new hike-fit
- Neo touch grip
- Recycled CUR.EVA

24/7 365

EDGEPRO SUPPORT & PRECISION



- Heel centering
- Increased thermo
- Best control

24/7 365

RUNEXPERT FASTER & NEURO EFFECTS



- Neuro fast effects
- Neuro form effects
- Gel dots

NEURO

BIKEPRO SPEEDMAXXX



- Power transfer
- Air flow
- Great comfort

BIKE

CLEATPRO CONTROL & SPEED



- Super grip
- CUR.EVA construction
- More dynamic DAT

BIKE

- Super grip
- CUR.EVA Konstruktion
- Dynamischere DAT

CURREX - DISCOVER YOUR NEXT LEVEL

Driven by passion for design and function, **CURREX** fuses more than 15 years of experience and know-how in the development of performance **INSOLES** with cutting edge urban design. It adds German engineering and technical expertise to create a one of a kind Insole collection.

With high-tech features, multi-layer systems and a unique look and feel, **CURREX** is taking performance, comfort and style to the next level.

CURREX supports you anytime and anywhere, whether it's outdoor, in the office or in your city streets.

Angetrieben von der Leidenschaft für Design und Funktion, entwickelte **CURREX** außergewöhnliche dynamische Performance **INSOLES**. Deutsche Ingenieurskunst und anatomisches Knowhow kreierten ein einzigartiges Produkt sowie eine überragende sportumfassende Insole Kollektion. Hightech-Features, Multi-Layer-System sowie ein unikter Look and Feel erheben die **CURREX** auf ein neues Leistungs- und Komfort-Niveau mit Style. **CURREX** unterstützt Dich jederzeit und überall, ob im Freien, im Büro oder auf den Straßen der Stadt.

CURREX INSOLES ARE ... | CURREX INSOLES SIND ...

100% PERFORMANCE

INDIVIDUAL
INDIVIDUELL

UNBEATEN COMFORTABLE
ULTRA BEQUEM

CURREX INSOLES FIT ... | CURREX INSOLES PASSEN ...

IN EVERY SHOE
IN JEDEN SCHUH

FOR SPORTS
ZUM SPORT

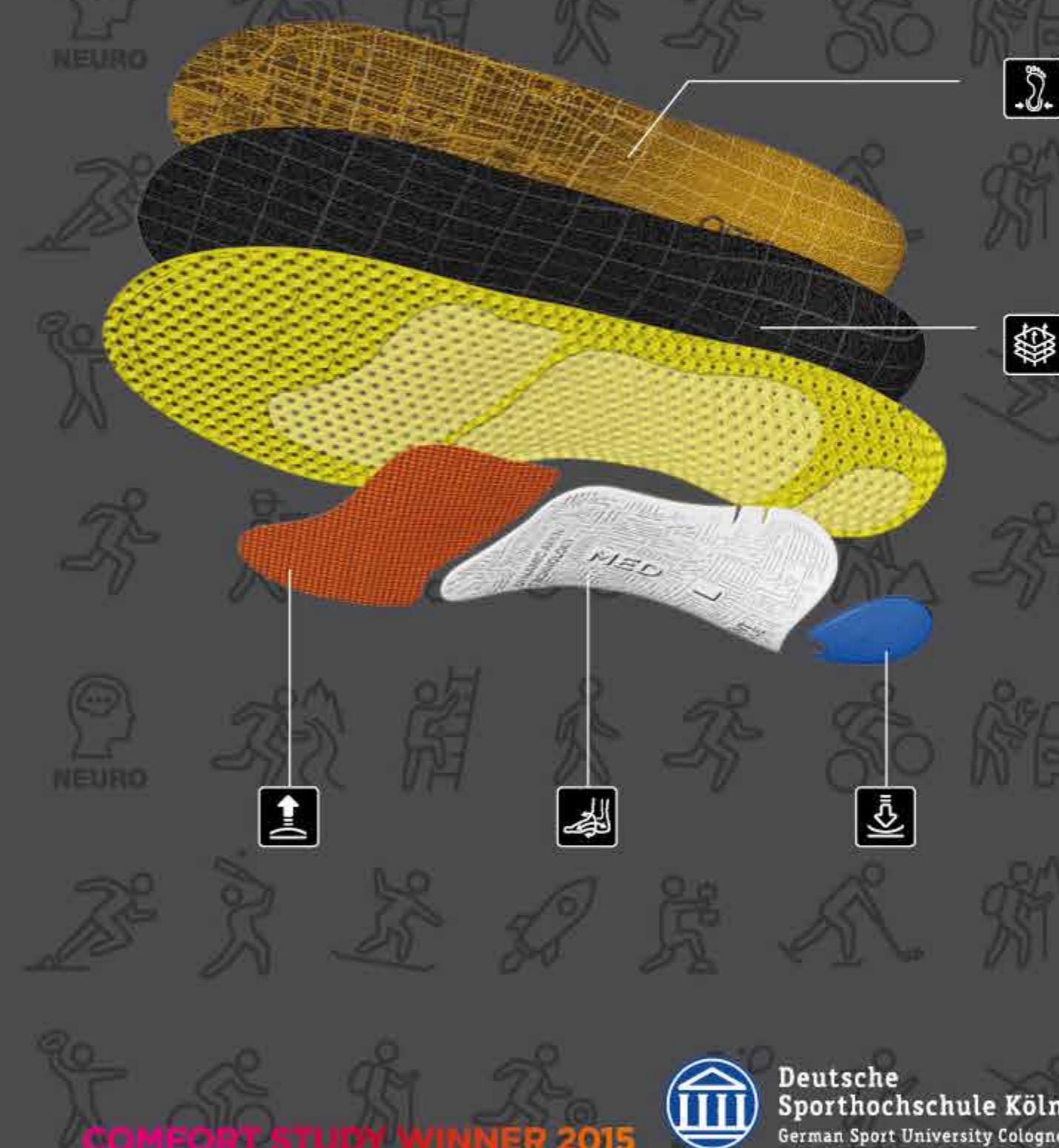
ON THE STREET
AUF DIE STRASSE

CURREX INSOLES CAN ... | CURREX INSOLES KÖNNEN ...

OPTIMIZE MOTION
BEWEGUNG OPTIMIEREN

GUARANTEE STABILITY
STABILITÄT GARANTIEREN

REDUCE THE RISK OF INJURIES
VERLETZUNGEN REDUZIEREN



COMFORT STUDY WINNER 2015



Deutsche
Sporthochschule Köln
German Sport University Cologne

FEEL BETTER - PERFORM BETTER



CONTINUOUS PERFORMANCE MONITORING AND PRODUCT DEVELOPMENT - THIS IS THE CURREX 5-D LAB



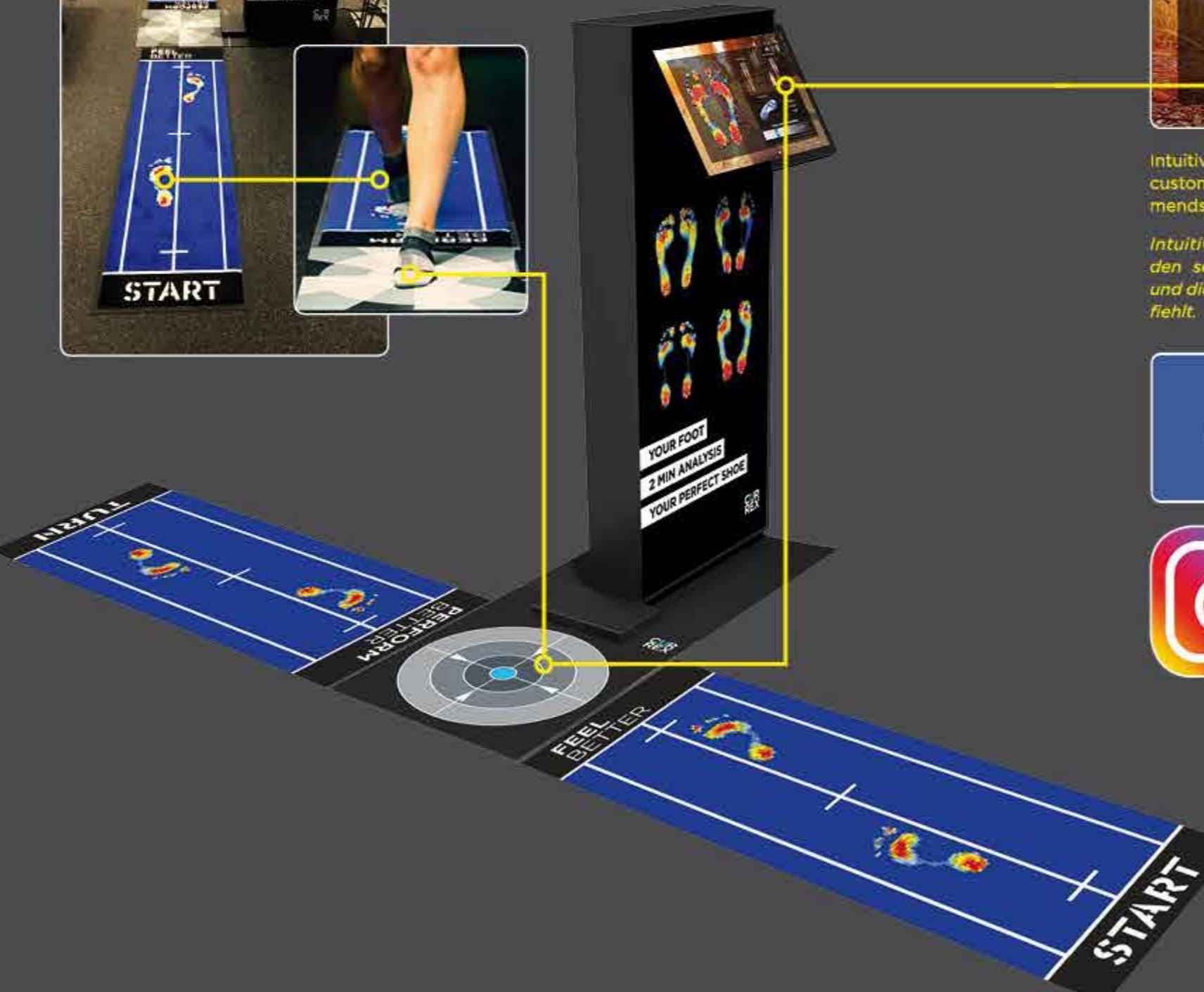
KONTINUIERLICHE ERFOLGS-KONTROLLE UND PRODUKT WEITERENTWICKLUNG IM CURREX 5-D LAB

GO DIGITAL WITH CURREX



The CURREX MONOLITH measures the customer using 4096 sensors within 2 minutes. The customer sees his foot strike and can order an individually milled PlatinPro insole. This is pure customer experience and sharpens the dealer's perceived advisory competence.

Der CURREX MONOLITH analysiert den Kunden innerhalb von 2 Minuten mit 4096 Sensoren. Der Kunde sieht seine Fußabrollung und kann auf Wunsch eine individuell formgefräste PlatinPro Einlegesohle bestellen. Das ist Kundenerlebnis pur und schärft die wahrgenommene Beratungskompetenz des Händlers.



Intuitive operation via touch screen, which easily let the customer experience his dynamic footprint and recommends the perfectly fitting shoes and insoles.

Intuitive Bedienung über Touchscreen, die dem Kunden seinen dynamischen Fußabdruck erlebbar macht und die dafür perfekt passenden Schuhe und Insole empfiehlt.



Viral marketing. Send the interactive results via e-mail to the customer and post articles on social media.

Virales Marketing: Schicken der interaktiven Ergebnisse via E-Mail an den Kunden und posten von Beiträgen auf Social Media.



100% individuality. A 3D CNC milled hybrid insole from the German market leader pedcad based on scientifically proven algorithms can be additionally offered to its customer.

100% Individualität. Eine 3D CNC Hybrideinlage vom deutschen Marktführer pedcad basierend auf wissenschaftlich evidenten Algorithmen kann Ihrem Kunden zusätzlich angeboten werden.

ADVANTAGE OVER THE INTERNET



The customer wants to be entertained, that's why he goes to retailers. The MONOLITH offers your customers a unique experience. The customer experiences his dynamic footprint and lets himself be inspired by your competent, data-based advice and will be persuaded in the long term. That is their distinction from the Internet.

Der Kunde möchte unterhalten werden, deshalb geht er zum Händler. Der MONOLITH bietet Ihren Kunden ein einzigartiges Erlebnis. Der Kunde erlebt seinen dynamischen Fußabdruck und lässt sich von Ihrer kompetenten, datenbasierten Beratung inspirieren und wird auf Dauer überzeugt. Das ist Ihre Unterscheidung vom Internet.

TECHNICAL DETAILS TECHNISCHE DETAILS	
CURREX MONOLITH foot measurement terminal (130 X 122 X 54 CM)	
<i>CURREX MONOLITH Terminal (130 x 122 x 54 cm)</i>	
Pressure plate FOOTPLATE (4096 capacitive sensors @ 100Hz)	
<i>Druckmessplatte FOOTPLATE (4096 kapazitive Sensoren)</i>	
High Performance Micro PC	
<i>Hochleistung Micro PC mit MOTIONQUEST NEO Software</i>	
22 HD touch screen monitor	
<i>22 HD Touch Screen Monitor</i>	



FIND THE RIGHT ONE FOR YOU

- 1 Simply stand on the FOOTDISC and measure your shoe size.
Stelle Dich auf die FOOTDISC und miss Deine Schuhgröße.
- 2 After 10 seconds observe the footprint's shape.
Nach 10 Sekunden erscheint Dein Fußprofil.



- 3 Check your leg axis.
Ermittle Deine Beinachse
- 4 Take the correct CURREX out of the Fitting Stool and place it in the shoe.
Nimm die entsprechende CURREX aus dem Fitting-Hocker und lege sie in Deinen Schuh.

“STOPPING ADVERTISING IS LIKE STOPPING YOUR WATCH TO SAVE MONEY TO SAVE TIME.”

HENRY FORD, (1863 - 1947)

AD



AD



POP UP



FLAG



FLAG



AD



AD



FITTING TOOLS & ACTIVATION MARKETING

CURREX offers a complete POS system that guarantees unique customer experiences.

CURREX bietet ein komplettes POS System, das einzigartige Kundenerlebnisse garantiert.



CURREX Shop wall with slotted rails, FOOTDISC foot measuring device, fitting stool and try-on box. You always have all CURREX Insoles at your fingertips.

CURREX Shop wall mit Schlitzschienen, FOOTDISC Fußmessgerät, Fitting Hocker und Try-on Box. Sie haben jederzeit alle CURREX Insoles griffbereit.



At the fitting stool (made of solid MDF wood with 15 shelves and seat cover) the shoe is optimized and the new advisory competence can be experienced. Because: „NO SHOE IS FINISHED.“

Am Fitting Hocker (aus solidem und durchgefärbtem MDF Holz mit 15 Fächern und Sitzspiegel) wird der Schuh optimiert und die neue Beratungskompetenz erlebbar. Denn: „KEIN SCHUH IST FERTIG“

MARKETING AT THE POS:



RUNPRO wall
RUNPRO Wand



CURREX-test, Roll-up
CURREX-Test, Kundenstopper



CURREX shop-in-shop wall
CURREX Shop-in-Shop Wand



CURREX Waren Display can be equipped with up to 72 Insoles incl. CURREX Test flag and replaceable topper.

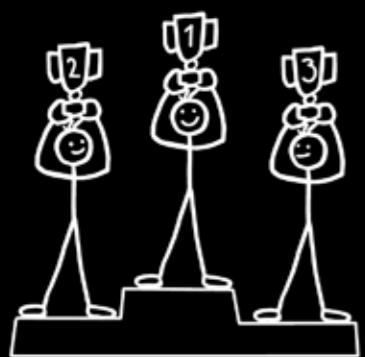
CURREX Waren Display kann mit bis zu 72 Insoles bestückt werden incl. CURREX Test Fahne und austauschbarem Topper.

CURREX SERVICES



NO CAPITAL COMMITMENT

- NEVER OUT OF STOCK PRODUCT



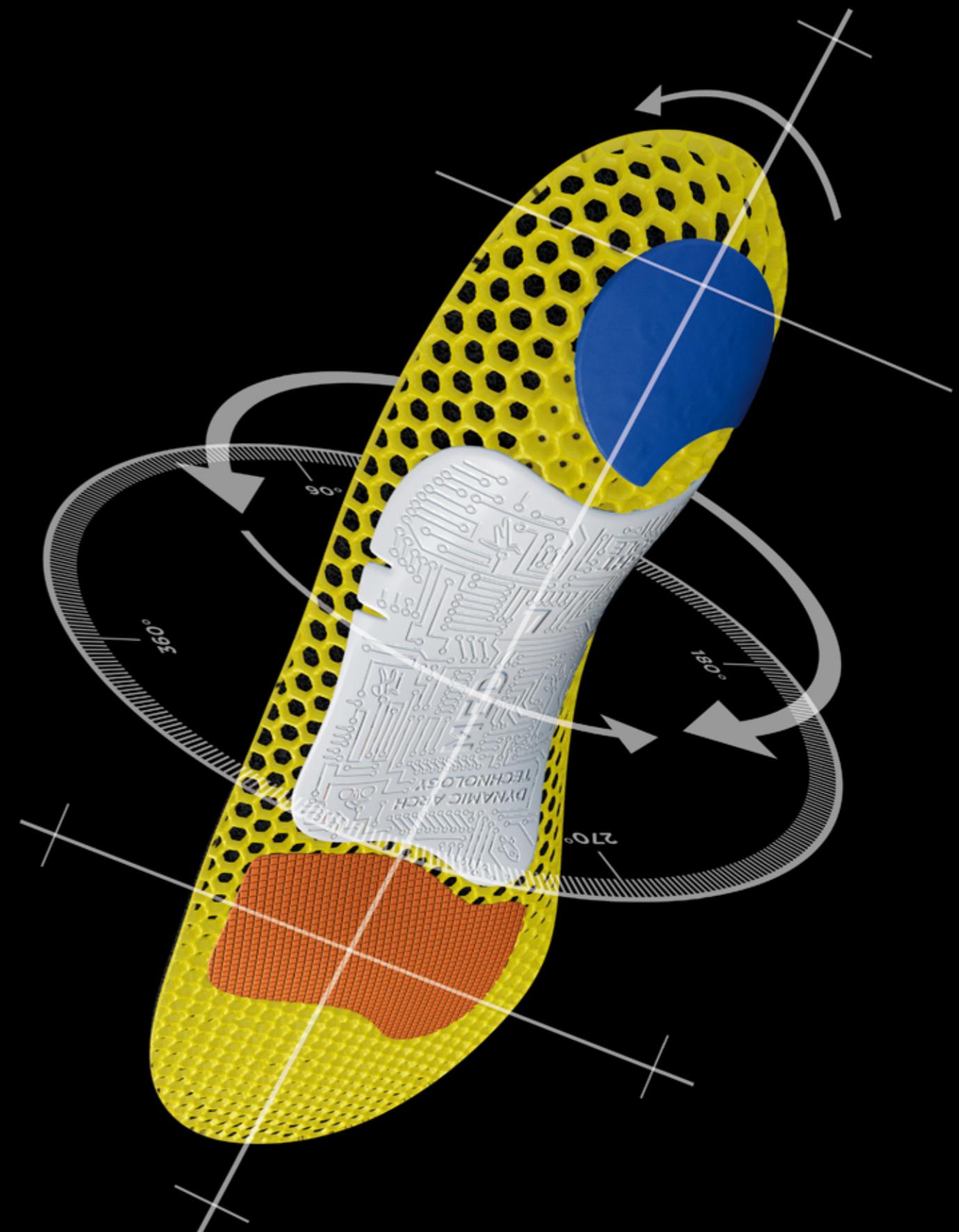
BRANDSHAPER

- BEST PRODUCT
- BEST COMFORT
- MULTI AWARD WINNER
- RETURN RATE < 0,1%



KNOW HOW

- DYNAMIC PROGRAM
- INSTRUCTIONS
- ADVANCED TRAINING
- INSPIRATION





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