



## No-Pull-Harness

STURMFREI<sup>®</sup>\*

- The expression "sturmfrei" can be translated as "without storm". It is also used by German speaking teenagers when their parents are not at home and they plan to invite their teenage friends.



# Patent

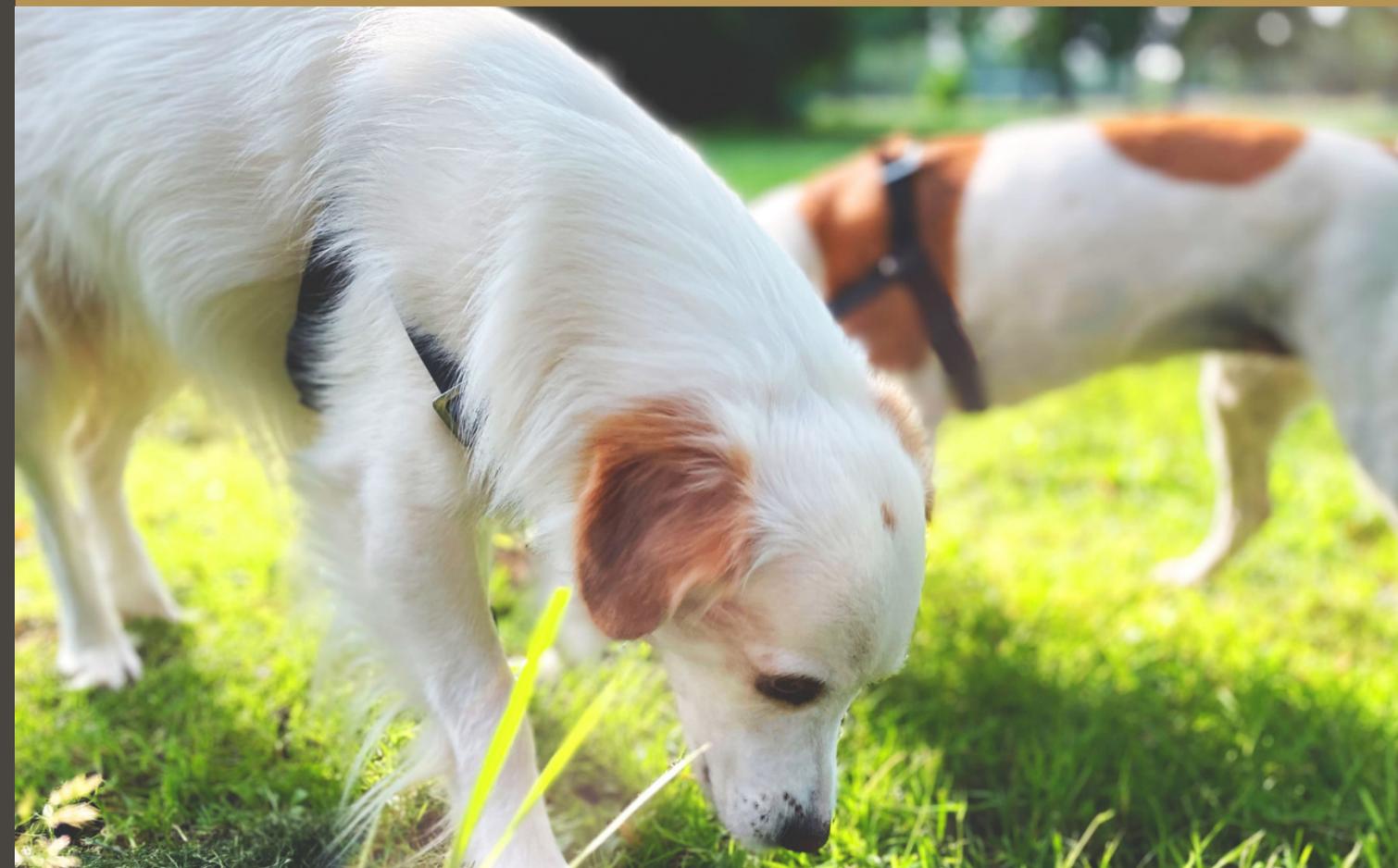
The STURMFREI® anti-stress harness enables **leash walking without the use of force** and de-stresses the dog walking on the leash.

**Over 21,000 items sold**

# Content - Let the journey begin

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# 01 Conception

The dog harness STURMFREI® is **a front lead harness**, which is provided by variable adjustment with a holding device aligned to natural laws.

This enables a natural and non-violent leadership according to biologically designed behavior patterns of the dog.

It uses bio-sensory stimulus-reaction chains **to reduce the dog's pulling behavior** and to enable communication between dog and owner without contradiction. It also enables dog encounters without the risk of escalation.



Leash walking  
without violence

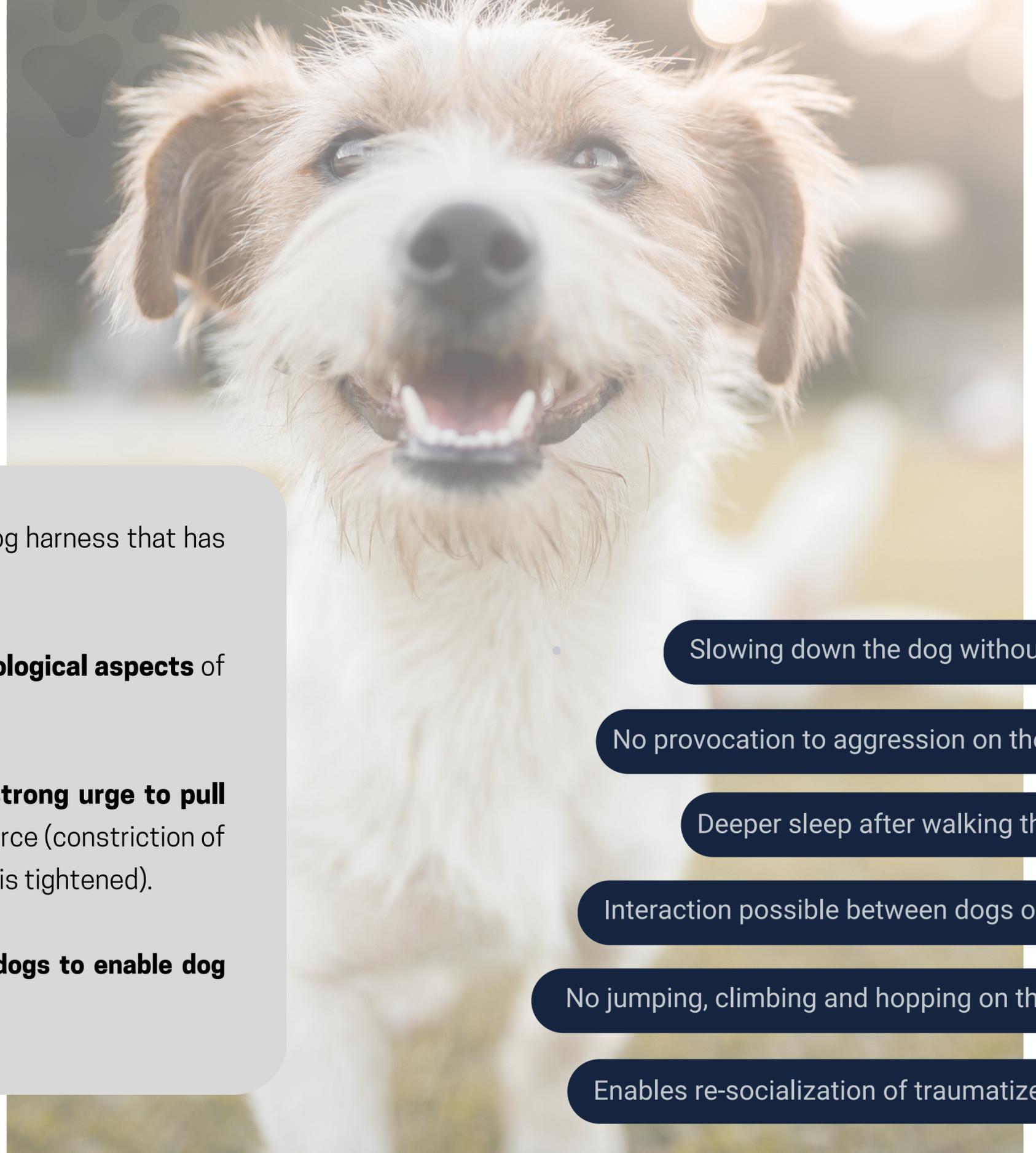


Practice of social  
competence



Direct communication between dog  
and owner through eye contact.

# 02 Insides



The STURMFREI® anti-stress harness is a new and innovative design of dog harness that has been **continuously developed since 2014** based on customer needs.

Here, **particular attention is paid to anatomical and behavioral-psychological aspects** of the dog as well as the communication of dog and owner.

Unlike conventional chest harnesses, STURMFREI® **does not trigger a strong urge to pull** (chase) and **it does not suppress the dog's urge to move** by means of force (constriction of the neck by appropriate devices or pushing down the head when the leash is tightened).

Instead, STURMFREI® **focuses on the body-to-body interaction between dogs to enable dog and owner to walk in a relaxed and non-confrontational way.**

Slowing down the dog without force

No provocation to aggression on the leash

Deeper sleep after walking the dog

Interaction possible between dogs on leash

No jumping, climbing and hopping on the leash

Enables re-socialization of traumatized dogs

# Dog Collar



# Sturmfrei®



## DOG COLLAR VS. STURMFREI

Collars are the classic means of leadership of dog owners. They enable dog training via the strong pulling of the leash and the accompanying feelings of threat.

## DISADVANTAGES

Leash aggression, excited jumping back and forth, strong rattling and panting often result from the use of collars. Laryngitis and postural damage in the dog due to avoidance are classic symptoms (wobblers syndrome).

## BEHAVIORAL CHANGE THROUGH STURMFREI®

With STURMFREI® dogs **lose the stress reaction** which is usually triggered by the classic collar.

**The "lunging forward" that is often observed on the street no longer takes place.**

**Other dogs are perceived less as a threat** (omission of leash aggression). The dog is more responsive and relaxed.

A change of direction no longer requires strong effort on the part of the owner.

**This makes walking more relaxed and also makes it much easier for women to lead large dogs.**

Breast harness



Sturmfrei®



## BREAST HARNESS VS. STURMFREI

Because of the pain common collars can cause, and because of the aggression and health consequences that often result, more and more owners are using breast harnesses.

### DISADVANTAGE

Chest harnesses were originally developed for pulling sports (e.g. sled dogs). By enclosing the front part of the dog's body and pulling on the back (which takes place by tightening the leash), **the dog pulls forward more and focuses on the strongest stimulus (= hunt).**

### BEHAVIORAL CHANGE THROUGH STURMFREI®

Dogs wearing STURMFREI® are **not provoked into chasing**. The urge to pull is reduced and the dog's attention can be easily redirected.

On the STURMFREI® **the dog is not subject to the contradictory signals** of the breast harness lead (triggering of the chase by the tightening of the leash and simultaneous request by the owner not to pull on the leash).

*Because it is worth the dog*

05 State of conception



# 05 Sturmfrei®

THE ORIGINAL



- Front - and bellybelt
- Length adjustable
- Front belt adjustable in height (USP)

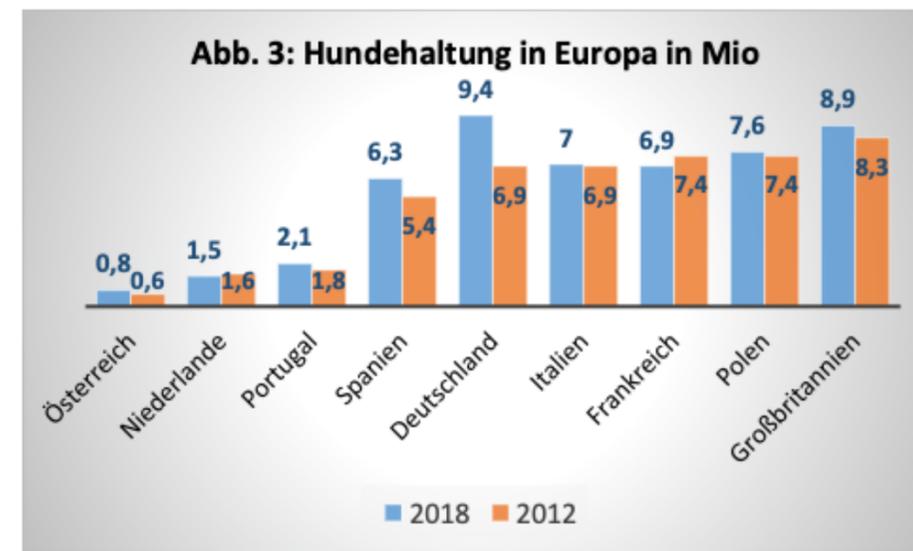
# Sturmfrei®

SAVER



- Front - and bellybelt
- Second bellybelt
- Length adjustable
- Front belt adjustable in height (USP)

# 06 Market Research



Quelle: FEDIAF, Facts and Figures, Zahlen für 2012\* resp. 2018; (\*Deutschland: Zahlen für 2013);  
Quelle Großbritannien: PDSA (People's Dispensary for Sick Animals), PAW Report 2012 resp. 2018;  
Quelle Deutschland: IVH/ZZF; eigene Darstellung



## GERMANY

- Rapid increase in the number of dogs in private households
- 2006: 5 million dogs  
2018: 9.4 million dogs  
2022: 10.3 million dogs
- Number increasing
- Sales in 2018 for dog health and needs: approx. €1.2 billion



## EUROPE & WORLD

- The number of dogs in private households is rising across Europe
- 73 million in 2010, 92 million in 2021
- Besides Germany, most dogs live in Spain (2021: 9.3 million)
- The number of dogs in households is also increasing in Muslim cultures such as Turkey.



## SOCIETIES

- Declining birth rates are accompanied by an increase in dogs
- Single women prefer to buy dogs
- In families, the family dog is valued as a "family member" = high status
- Older people who live alone are increasingly buying dogs



## FUTURE

- Today, dogs are kept less as farm animals and are perceived as a "family member"
- the disappearance of large families favors the increase of dogs in the household
- Non-violent education of the dogs is in the foreground
- The life span and the quality of life of the dog increase in the priority



## MARKET

- So far, neither producers nor retailers have adapted to the dog as a "family member"
- There are very few innovative and new products to improve the canine quality of life
- Customers want more product choice

# Competitors



## Soft-Touch-Harness

Front lead harness, very cheap and inferior manufacturing, not height adjustable, hinders many dogs while walking, too thin material for larger dogs, constricts, low popularity, no active promotion in the German speaking countries

<https://www.soft-touch-geschirr.de/>



## Dr. Mugford Halti

Front guide harness, which compresses the front chest area when pulled, partly height adjustable via Klett (unstable), stronger popularity, simultaneous guidance via back (pull-promoting) recommended and still encourages pulling again despite front guidance

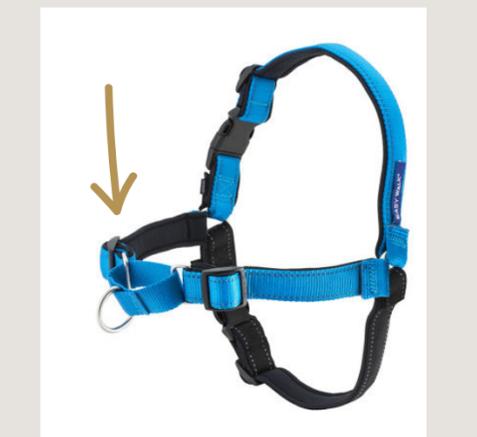
<https://www.tiierisch.de/produkt/halti-harness-ausbildungsgeschirr-fuer-hunde>



## Easy Walk

Front lead harness, very cheap manufacturing, not height adjustable, hinders many dogs when running, because too low, too thin material for larger dogs, constricts, front holder loose and not tear-resistant, low popularity, no active promotion in German-speaking countries

[https://www.zooplus.de/shop/hunde/sport\\_training/trainingszubehoer/schleppleine/596657](https://www.zooplus.de/shop/hunde/sport_training/trainingszubehoer/schleppleine/596657)



# Property rights

# 08



## PATENT RIGHTS

Patent EP 3 209 120  
03/23/2015 - 03/23/2035

## COUNTRIES

- Germany
- Austria
- Switzerland
- Liechtenstein
- France
- Spain, France
- Italy
- Great Britain
- Ireland
- Poland

## TRADEMARK RIGHTS

Union Trademark EUTM 013790241  
03/04/2015 - 03/04/2025

Competitors' patents valid in a European country where our anti-stress harness is not protected: Easy Walk (Belgium).

# SWOT-Analysis

# 09

## WEAKNESSES

- Functionality of the product must be explained (by video)
- does not correspond to common means (skepticism)
- Reviews are so good that they do not seem credible

## STRENGTHS

- very good functionality
- health promoting
- dog - human - communication promoting
- corresponds to the zeitgeist of non-violent communication
- makes it easier for people to walk the dog
- USP through optimal height adjustment
- very high customer satisfaction
- growing target group worldwide
- already 7 years tested and optimized
- niche product for a growing market

## RISKS

- Low audience
- Problems of understanding the effect

## OPPORTUNITIES

- No. 1 in the market for non-violent leash leadership
- Worldwide marketing possible
- Testimonials from celebrities or well-known people can greatly increase reach
- Very high customer satisfaction = very high recommendation rate
- Positioning as an expert for dog products for dog socialization and education = sales of further products in this area
- The STURMFREI® brand is already well known online in the DACH region



# 10 Testimonials

**E-Mail:**

**Nachricht:**

Hallo ihr Lieben  
Das Sturmfrei Geschirr wirkt bei unseren Dobermann Mischlingen Wunder. Endlich wieder entspannt Gassi gehen. Eine Angst Hündin geht auch wieder gerne raus uns sogar der Schlaf nach dem Gassi ist tiefer, ich denke weil die Emotionen mit dem Sturmfrei Geschirr nicht so hochkochen wie am Halsband. Vielen Dank dafür

Liebes Hundegefährten-Team,  
wollte eine kurze Rückmeldung bzgl. Sturmfrei geben:  
wir sind begeistert! Wir haben das Sturmfrei vor 2 Tagen erhalten.  
Unser 1 1/2 jähriger Deutscher Pinscher hat sein Zerrn und Ziehen

an der Leine sofort komplett eingestellt. 👍  
Das Anlegen ist sehr komfortabel, das Material lässt sich nach dem Graben im offenen Feld super schnell reinigen - alles in allem ein sehr gutes Produkt.  
Wir haben es bereits mehreren Freunden mit Hunden wärmstens empfohlen. Innerhalb der Familie wird es zum Ausprobieren an eine Aussie-Hündin für einen Tag "verliehen", denn wir geben es ansonsten nämlich nicht mehr her!!!  
Vielen Dank nochmals und freundliche Grüße!

Hallo Malte,  
ja sie kann den Post gerne veröffentlichen.  
Ich bin so froh, dass das Geschirr so toll hilft 🙌😊. Hera war ja echt ein Härtefall, was das ziehen angeht. Wenn es bei ihr hilft, hilft es bestimmt bei fast jedem Hund 😊  
14:12

Liebes Hundegefährten-Team,  
wollte eine kurze Rückmeldung bzgl. Sturmfrei geben:  
wir sind begeistert! Wir haben das Sturmfrei vor 2 Tagen erhalten.  
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Vielen Dank nochmals und freundliche Grüße!



Liebe Grüße und ein Feedback:  
Es ist soooo viel entspannter geworden und unsere Leinenkommunikation ist 1A!  
Meine Rückenschmerzen sind dahin und unser Schatz ist happy und für einen Mali tiiiiiefenentspannt! Super glücklich und wir empfehlen aus Überzeugung fleißig weiter 🥰😊

Liebe Frau Bednarz,

gerne möchte ich mich bei Ihnen noch einmal ganz herzlich bedanken. Sturmfrei hat in der Tat alles verändert. Erst hat Baldur sich gewehrt – beim Umlegen des Geschirrs – beim Gehen generell...er hat geknurr, gebellt, gescharrt, hat Bocksprünge gemacht...das war ein Bild, unglaublich, wie ein Rodeopony!  
Dann ab dem dritten Tag, war der Schalter wie umgelegt, als würde ich ein Lamm spazierenführen. Das unglaublichste ist, dass die Leine sogar „durchhängt“ beim Gehen, das gab es noch nie!  
Selbst mit der 20Meter Schleppleine kennt er jetzt gut seine Grenze und zerrt mich nicht mehr übers Feld.

# 11 Contact

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