

stuul.[®]
ENJOY A NEW HEALTHY HABIT.



Background:

Three years ago a special stool made the headlines: The ,toilet stool‘ had been designed for the quiet spot to facilitate bowel movement. Since then, toilet-stools have been sold millions of times, numerous imitators have brought similar products onto the market and Giulia Enders has also described the beneficial effects of the toilet-stool on intestinal health in her successful book 'Gut: The Inside Story of Our Body's Most Underrated Organ'.

A scientific study of the Ohio State University has also proven the medical effect.

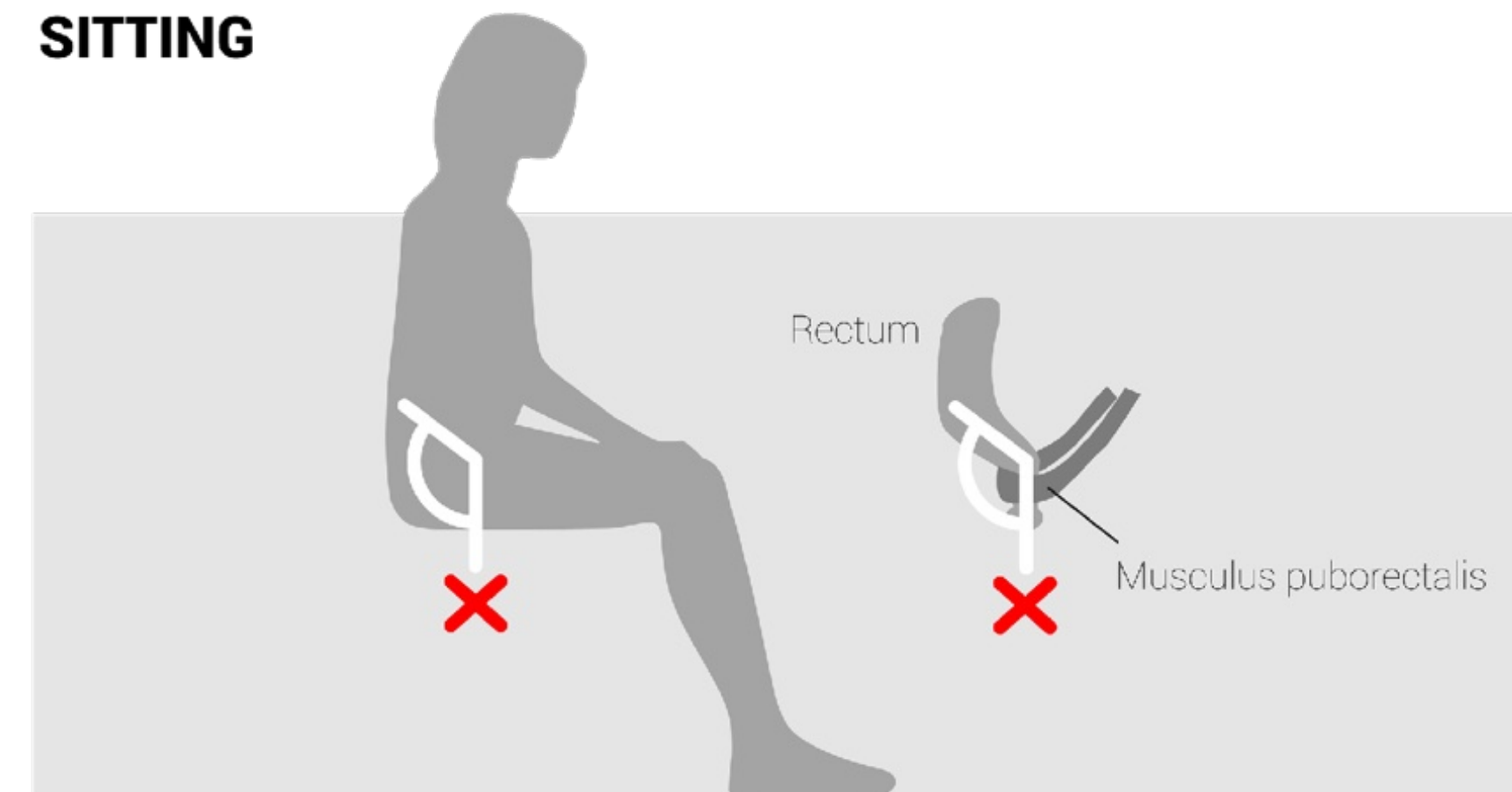


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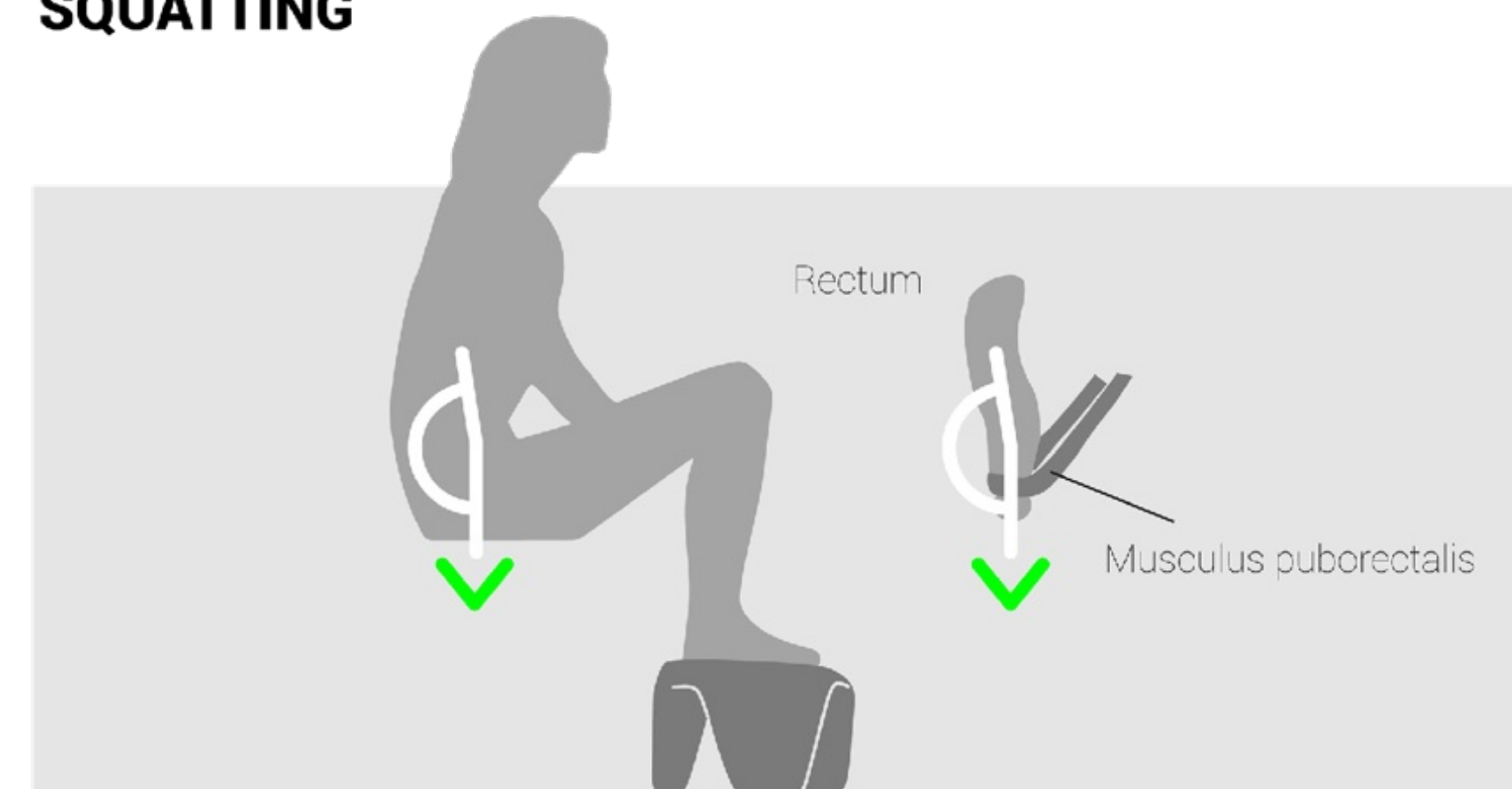
In our culture people are used to use the toilet in an upright 90° position. However, this posture is not at all intended by evolution for our body.

We have a muscle in our body, the **Musculus Puborectalis**, (or pubic rectal muscle) - which encloses the rectum like a noose. This ensures that our sphincter is relieved in standing and sitting by closing the intestine like a kink in the garden hose. Only when squatting, this muscle is stretched and thus enables a faster and more complete emptying of the bowel.

SITTING



SQUATTING

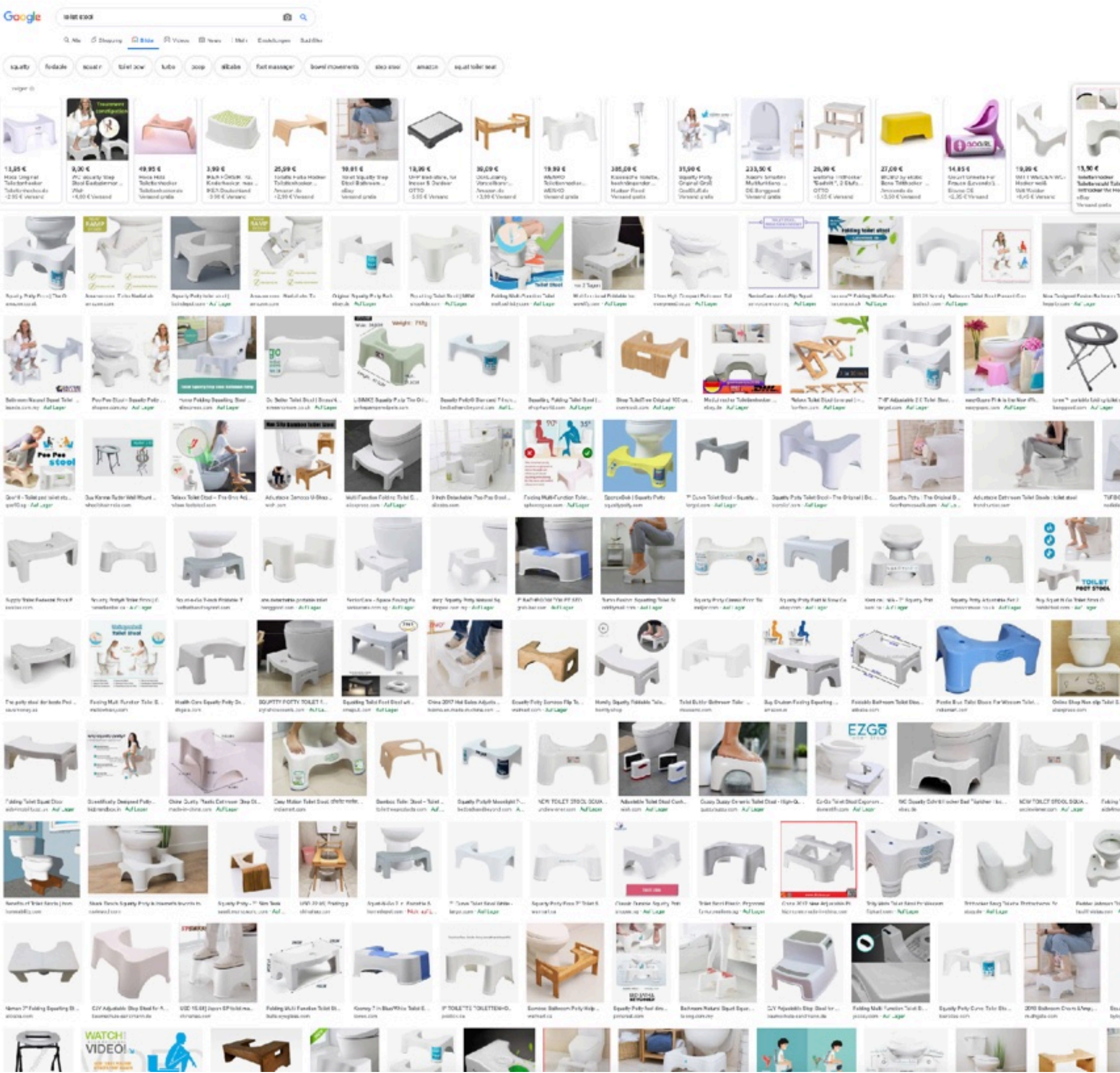


Story:

The toilet stool forces this healthy squatting posture and is therefore a consistently sensible and valuable product. Daniel Kövary, co-founder and co-initiator of Stuul, placed one of the usual toilet stools in the bathroom at home and looked forward to the health benefit.

Two hours later, however, this plastic stool was back in the hallway and a discussion broke out with his wife about how ugly, cheap and generally inappropriate this stool looked in the lovingly decorated designer bathroom.

After a short research, Daniel found out that in fact not a single product was available on the market that met his aesthetic demands. Furthermore none of the available stools was designed to be environmentally and climate-friendly and also all existing products were bulky, impractical and not very well thought out.



Story:

Daniel Kövary, himself an e-commerce expert and startup consultant, joined forces with the renowned industrial designer Ralph Christian Bremenkamp (BMW/frogdesign) to reinvent the toilet stool from scratch. Not only form, handling and size, but also the material was questioned - with the result to develop an innovative and completely differently designed, sustainable and intelligent toilet stool by themselves and to have it produced in Germany. stuul was born.

Daniel and Ralph decided to do the development and production completely on their own and exclusively self-financed. They founded the JUUCE UG in Munich, a company that focuses on 'habit-forming design', i.e. developing products that have the ability to have a lasting positive influence on our everyday habits. Stuul is only the first step - others are in the planning stage.



Claims:

"stuul completely reinterprets the classic toilet stool through an innovative and holistic design approach. The revolutionary design repositions this important product category in the premium lifestyle sector; with the aim of making the toilet stool better known and destigmatising it."

well thought-out: stuul consists of two identical stools that can be inserted into each other. The innovative two-part design creates space in the bathroom and is discreetly restrained. Our product has already been awarded the Universal Design Consumer Award and the Good Design Award 2019. stuul is currently available in four vibrant colors.

ergonomic: To make it easier to lift and set up while seated, we have made stuul as light as possible. The ergonomic handle opening allows easy and comfortable handling. Its arrow-like shape indicates the correct positioning in an intuitive way.

The unique geometry of stuul also enables an ergonomically correct foot angle that is tilted forward and creates a flat top surface when assembled.

sustainable: stuul is produced climate neutral in Germany. All production-related emissions are reduced to a minimum and all remaining CO2 emissions are offset by climate protection measures. Our shipping is fully compensated by participation in climate protection projects.

Our packaging is also produced sustainably and climate-neutrally. Our cardboard is FSC-certified and the resulting CO2 emissions are offset with ClimatePartner, one of the leading solution providers for companies in climate protection.

durable: stuul consists of a high density particle foam. This unique light and warm material is skin neutral, food safe, resists impact without damage and is resistant to most chemicals.

harmless: stuul is 100% recyclable. Should our customers really no longer need their stuul, we invite them to simply return it to us by post so that it can be directly fed back into the material cycle.

Since 01.12.2019, stүүл is available via its own webshop on stuul.com as well as via Amazon at a sales price of 89€. We hope that our product will help to make this important product category more widely known and to make it a part of high-quality bathrooms.



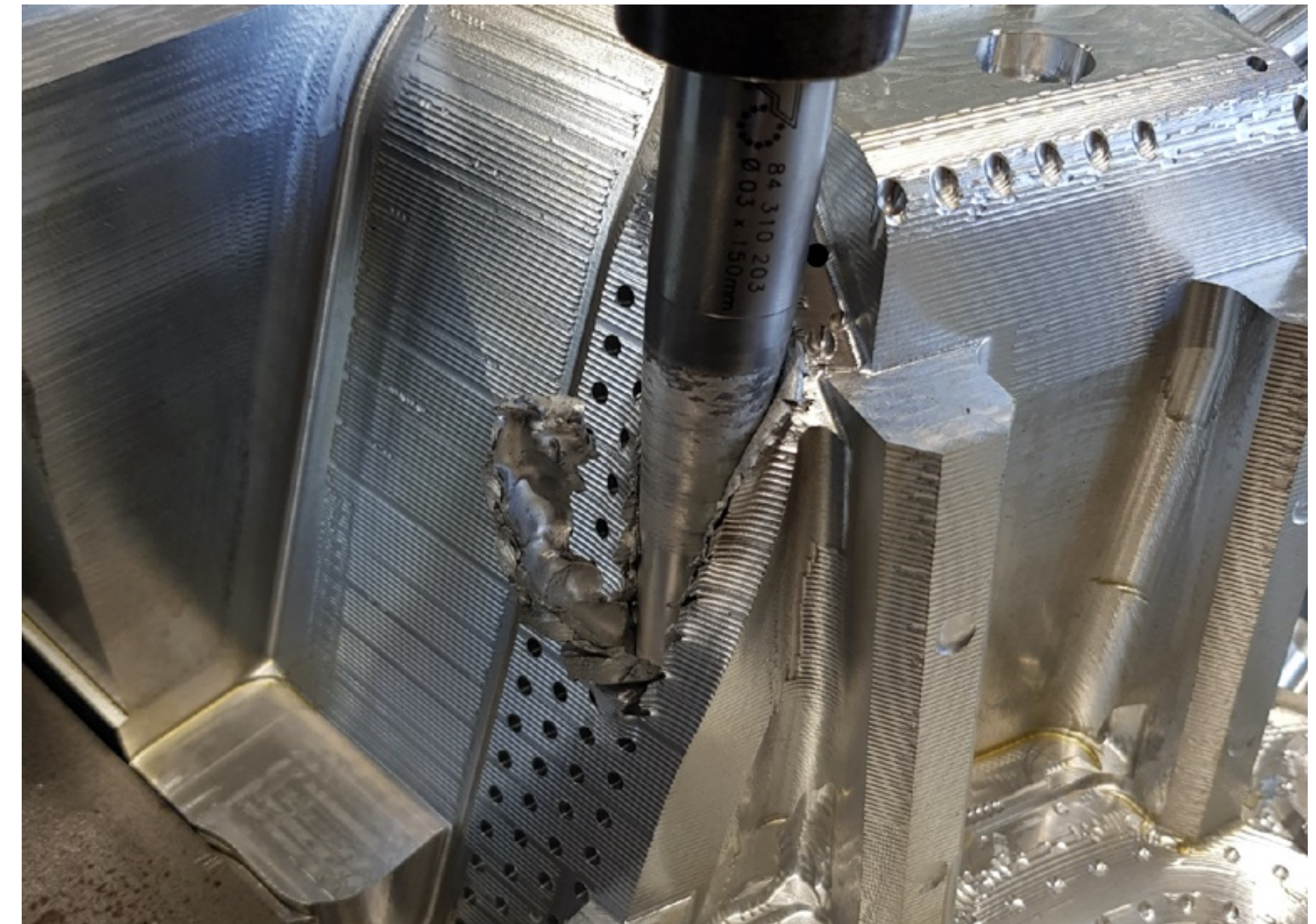
Story:

However, there were a number of hurdles and difficulties to be overcome on the way to marketability.

A software bug during tool production caused that the casting tool including the milling machine was destroyed, which set back production by almost 2 months.

But that was not all: On the way to the production site to have a first look at the first successfully produced batch including packaging, the founders were informed that the warehouse of the manufacturer near Chemnitz was in flames. The entire first production fell victim to the fire on this day.

Fortunately, the production plant itself was not damaged and production could be restarted a few weeks later.





Behind the product:

Juuce is a product development company that focuses on habit-forming design. Our mission is to create and market innovative products that have the power to change people's habits for the better.

DANIEL THOMAS KÖVARY, CEO | daniel@juuce.online

Experienced digital entrepreneur with a background in consulting and sales. Consultant in the early phase of start-ups on product and strategy.

RALPH CHRISTIAN BREMENKAMP, CDO | ralph@juuce.online

Former Principal Design Director at frog design and Creative Director at BMW Designworks; industrial designer with over 18 years experience in award-winning product design for Fortune 500 companies



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