



## QUIKFLIP APPAREL IN THE MEDIA

### Product overview:

Quickflip is an innovative and trendy product developed in the USD for retail, marketing and events. It transforms from a hoodie, rain jacket or windbreaker into a practical backpack in seconds, making it ideal for modern, active lifestyles.

### Main features:

**Versatile design:** Quickflip impresses with its unique design and multifunctionality. It is suitable for all occasions and is a real eye-catcher and must-have product.

**Trendy options:** Available in a variety of trendy colors and patterns to suit different and individual styles.

**High-quality materials:** Made from durable and robust materials that ensure a long service life.

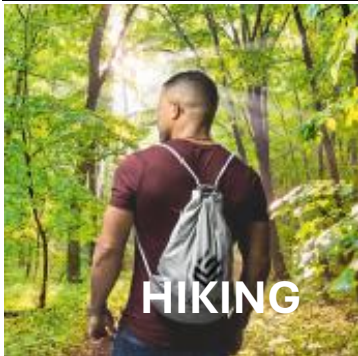
### Branding opportunities:

**Brand awareness:** Quickflip helps increase brand awareness and customer loyalty.

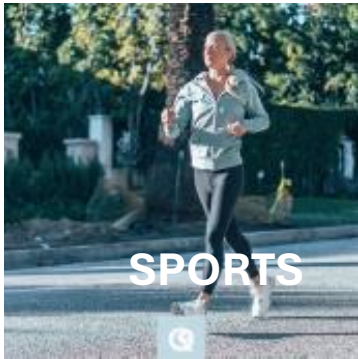
**Co-branding potential:** Great for co-branding collaborations with other brands.

**Personalization:** Can be personalized with individual designs, logos or messages.

**Business Benefit:** Quickflip is the perfect product for your business and has proven to be a real best seller, increasing both sales and brand awareness.



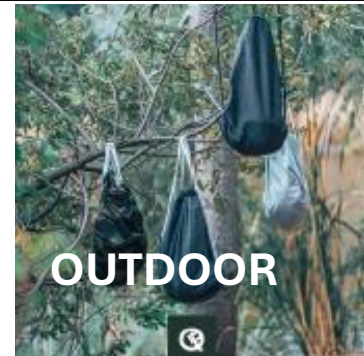
HIKING



SPORTS



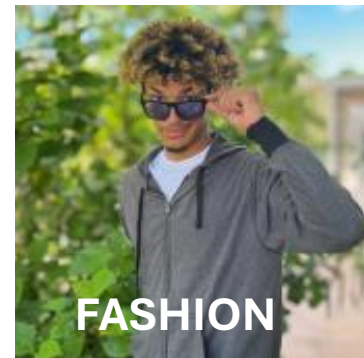
EVENTS



OUTDOOR

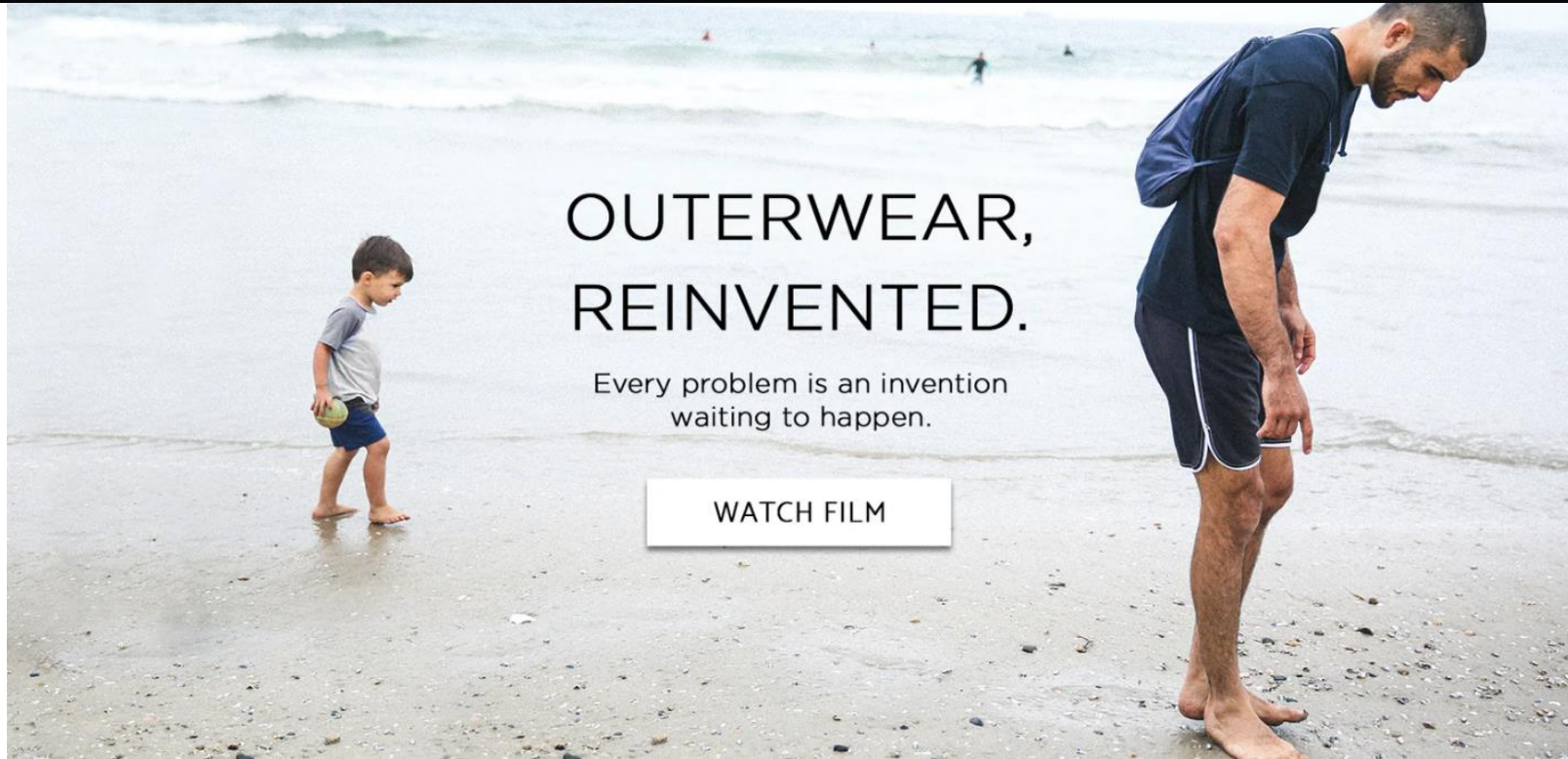


CHILL



FASHION





As a third-generation jiu-jitsu master in the Gracie Family, I've spent my entire life studying the most efficient ways to neutralize violent aggressors in the context of real fights. After becoming increasingly frustrated with the lack of ways to carry an unworn hoodie, I finally decided to apply my multi-generational problem-solving DNA to my hoodie dilemma, and it worked! Within 30 minutes, I had my first functional prototype, and less than 12 months later, the world was introduced to the Hero Hoodie. Since then, we've built an incredible team, expanded the product line, appeared on [Shark Tank](#), and developed incredible relationships with customers all over the world.

It's been a crazy ride, but it's just the beginning! Thanks for joining us on the journey.

**Rener Gracie**  
CEO, Quikflip Apparel

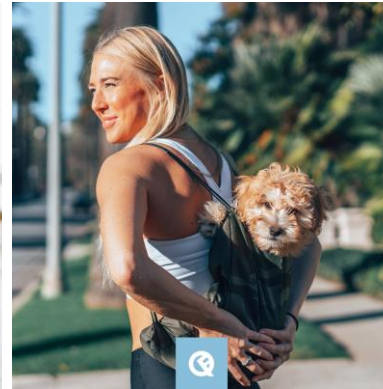
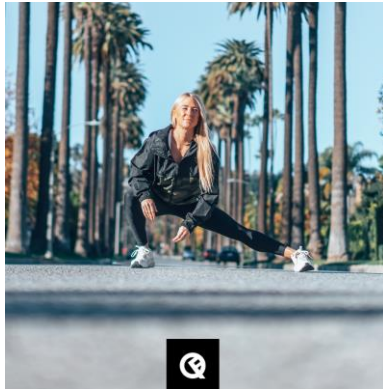




We present you a groundbreaking innovation, an outstanding product for the retail business. The products also perfectly complement the corporate image!

Our product offers you the opportunity to present your company in a unique way and stand out from the competition. With innovative design and high-quality materials, we set new standards in the industry. Our expertise in development and manufacturing enables us to offer you a product that is not only functional and of the highest quality, but also represents a statement for your individual style and brand.

**Quikflip Hoodies NEW IN EUROPE! Quikflip USA outdoor clothing reinvents itself! QUIKFLIP HOODIES 2in1 from trendy hoodie to practical backpack in seconds**



The trendy, must-have hoodies, wind catchers and rain jackets are conquering the WORLD. These products are characterized by their trendy, modern and eye-catching elegance as well as their high quality. They are perfect for event merchandising as they take your brand to the world while being useful and aesthetically pleasing products for everyday life. With Quikflip hoodies you can keep up with the times and match the current trend.

A NEW BRAND IS BORN and CREATED



**HERO HOODIE CLASSIC**



**DRYFLIP RAIN JACKET**



**WOMEN'S HOODIE LITE**

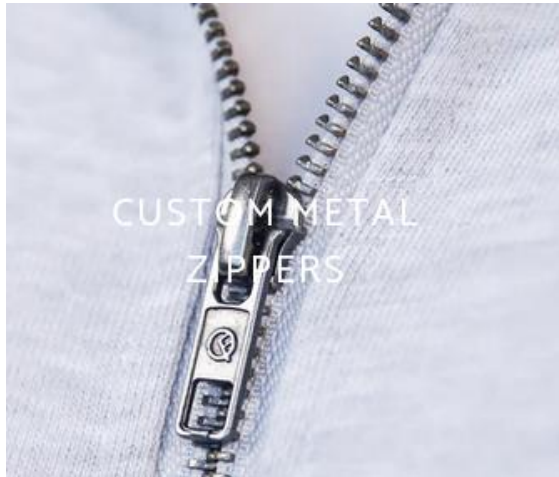






## HERO HOODIE FULL ZIP HERO - HOODIE PULLOVER - HERO HOODIE KID'S UNISEX

**TWICE THE  
FUNCTION**



The original backpack hoodie that sparked the revolution. Using our patented Quikflip® Conversion Technology, every Hero Hoodie transforms into a fully-functional backpack in a matter of seconds! The end result is a super sleek, body-conforming backpack with two built-in storage compartments, one for larger items, and one for smaller items like your cell phone, wallet or keys. The backpack straps are fully adjustable using our patent pending Slide&Bite™ cord locks and can be tightened for comfort and security during high-intensity activity.





## Quikflip-Patents

Hero Hoodie, LLC, dba Quikflip®, has been granted patents for Quikflip® products in the United States and internationally. These patents protect Hero Hoodie, LLC's inventions and the extensive resources Hero Hoodie, LLC has devoted and continues to devote to innovation, research, development and design. Pursuant to 35 USC 287(a), Hero Hoodie, LLC indicates that Quikflip® products are protected by the associated patents. The list of patents is not exhaustive. Quikflip® products may be protected by one or more additional utility and design patents and pending patents.

United States: D855942, D903984 Canada: 184274 Europe: 006312369-0001 China: ZL 2019 3 0106095.9 South Korea: 30-1026735 Australia: 2017400373 Russia: 2018137427, 2018504638 Brazil: BR302019001486-6 South Africa: A2019/00436, F2019/00435  
Other patents pending in the United States and internationally.





# MEDIA



## WE MADE IT!

The Hero Hoodie by Quikflip gets recognized by Time Magazine as one of the Best Inventions of 2019!

## READ NOW

## A Double-Duty Sweatshirt Quikflip Hoodie



***SPECIAL MENTION:** The Quikflip hoodie converts into a backpack (and then back into a hoodie) for those cool mornings that turn into warm afternoons. To convert the hoodie, simply turn it upside down, reach into a built-in pocket and pull. Finish by stuffing the rest of the hoodie into the pouch and use the two drawstrings to wear your new pack. —Jason Cipriani*

# MEDIA



ABC Shark Tank



## WATCH QUIKFLIP ON SHARK TANK

Rener Gracie introduced the Sharks to the Hero Hoodie and blew their mind with the quality and convertability of Quikflip Apparel!

[WATCH NOW](#)



People Magazine



## THE 'INGENIOUS' HOODIE

March is (thankfully) just mere weeks away, and with its smart design, Quikflip's hoodie is here to make the transition to springtime weather so much easier.

[READ NOW](#)



Yahoo News



## THE PRODUCT SHOPPERS HAVE CALLED "INGENIOUS"

"Quikflip's hoodie doesn't sacrifice comfort for its functionality" - Yahoo News

[READ NOW](#)



# MEDIA



USA Today



## BRAZILIAN JIU-JITSU STAR RENER GRACIE TO PITCH 'SHARK TANK'

Will Renner get the investment that he is looking for? Watch the season 10 finale to find out.

[READ NOW](#)



TMZ



## MMA'S RENER GRACIE 'SHARK TANK BLEW UP MY CLOTHING BRAND!'

Renner talks with TMZ about how business went CRAZY after making a deal on "Shark Tank."

[READ NOW](#)



Daily Mail



## NEVER HAVE TO CARRY OR PUT YOUR SWEATSHIRT AROUND YOUR WAIST AGAIN!

"Everyone who has one loves it!" - Daily Mail

[WATCH NOW](#)

# MEDIA



I Want That Videos



HOODIE CONVERTS INTO A  
BACKPACK

*"A Perfect Travel Companion" -BestProducts*

**WATCH NOW**



BuzzFeed Video



THIS MAGICAL HOODIE  
CONVERTS INTO A BAG

*"OMG!" - BuzzFeed*

**WATCH NOW**





Quikflip Switzerland

YouTube

XING

LinkedIn



[FULL-ZIPS](#)[PULLOVERS](#)[DRYFLYPS](#)[WOMEN](#)[KIDS](#)[CUSTOMIZE](#)

[HERO HOODIE CLASSIC](#) [HERO HOODIE LITE](#) [WOMEN'S FASHION](#)  
[HERO HOODIE PULLOVER](#) [KID'S HERO HOODIE LITE](#)





FULL-ZIPS

PULLOVERS

DRYFLYPS

WOMEN KIDS

CUSTOMIZE

HERO HOODIE CLASSIC

HERO HOODIE LITE

WOME' HERO HOODIE LITE

KID'S HERO HOODIE LITE



HERO HOODIE FULL ZIP LITE

HERO HOODIE PULLOVER LITE

KIDS' HERO ZIO LITE

FULL-ZIPS

PULLOVERS

DRYFLYPS

WOMEN

KIDS

CUSTOMIZE

HERO HOODIE CLASSIC

HERO HOODIE LITE ZIP

WOME' FASHION  
KID'S HERO

HERO HOODIE PULLOVER



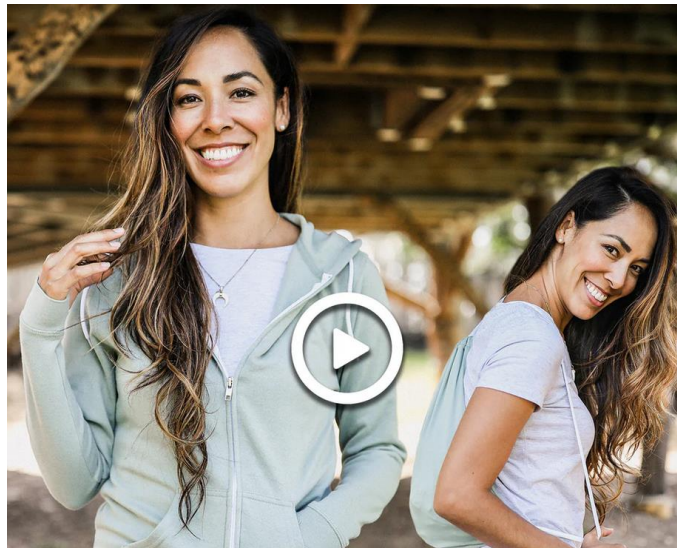
HERO HOODIE CLASSIC

THE KIMURA COLLECTION

THE JOURNEY COLLECTION



## A WOMENS FASHION JUST FOR HER



A WOMENS FASHION JUST FOR HER



WOMEN'S HERO HOODIE



## RAIN JACKETS



## DRYFLIP WINDBREAKER







## PRODUKTION

280gsm lightweight brushed fleece  
Standard backpack straps with double drawcord  
White kissing coil zipper with custom metal zipper pull  
100% ring-spun cotton for comfort and breathability  
1x1 rib cuffs/waistband for maximum bounce-back  
Lightweight/breathable polyester backpack lining, makes wearers unnoticeable in hoodie. Reinforced cover stitching on all critical seams



ISO 9001



Care: Turn the garment inside out to avoid pilling.  
Machine wash (delicate cycle), tumble dry low

## TAIWAN PRODUKTION

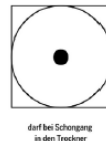
220 g/m2 lightweight brushed fleece Standard backpack straps with double drawcord White kissing coil zipper with individual metal zipper pull 60% cotton and 40% polyester  
1x1 ribbed cuffs/waistband for maximum bounce back  
Lightweight/breathable microfiber backpack lining makes the straps unnoticeable in the hoodie Reinforced cover stitching on all critical seams



## QUIKFLIP Dryflip Windbreaker Unisex

The Dryflip Windbreaker is soft to the touch, packable and suitable for all weather conditions. Made from 100% lightweight, breathable polyester with a front zip, plunge neck, mesh lined 3-panel hood, welt pockets and our patented Quikflip Conversion Technology®, your new favorite windbreaker is here!

Lightweight, breathable 82 g/m<sup>2</sup> (2.4 oz) 100% polyester fabric Water-wicking (600 mm) inner coating (not intended for rain cover) Standard backpack straps with double drawcord (non-adjustable) 3-panel scuba hood with fine mesh lining Reverse coil zipper with rubber tab Welt pockets with mesh pockets Lightweight, breathable backpack lining makes straps invisible when jacket is worn Locker loop at center back Elastic cuffs



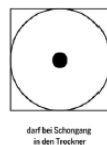
Care Close the garment before washing to protect the zipper  
Machine wash (delicate cycle) Tumble dry on low heat



## QUIKFLIP Dryflip Rain Jacket Unisex

Durable water-repellent nylon fabric, water-repellent zippers, underarm eyelets for breathability, scuba hood with adjustable elastic cord locks and our patented Quikflip® conversion technology so you can turn the jacket into a functional backpack when the rain lets up!

100% durable nylon (330D) with waterproof PU inner coating Water pressure resistance = 10,000 mm Double underarm eyelets for breathability Patent pending Slide&Bite™ backpack straps (fully adjustable) Second compartment in the backpack for smaller items Waterproof zippers for all-weather protection Scuba hood with adjustable elastic drawstrings Lightweight, breathable backpack lining makes the straps invisible when the jacket is worn Locker loop in the center back Elastic cuffs and adjustable elastic hem




Care: close the garment before washing to protect the zipper.  
Machine wash (delicate cycle) Tumble dry on low heat

# THE POWER OF BRAND & CO BRANDING

Tailor-made personalization options allow you to perfectly match your logo and corporate identity to the product. We offer a wide range of colors, materials and models to ensure that the end result meets your expectations. With this unique product, you not only strengthen your corporate image, but also create a strong connection with your customers and partners. It is an investment in your company that is characterized by exclusivity and originality.

## Quikflip Applications

Corporate image, meetings, trade fairs, uniforms, high-end gifts, employee gifts, social media campaigns, sales incentives and anything you can imagine, workwear, fan communities, universities, sports clubs... For B2C, the products are ideal for e-commerce and fan shops and classic retail

**ESPRIT SUISSE**  
—  —  
ENJOY TRUE QUALITY ®

**SUISSE  
SVIZZERA  
SCHWEIZ  
SWITZERLAND**



This innovative innovation allows you to take your corporate image to a new level. We are happy to provide you with further information and to find a tailor-made solution for your company. Please contact us for detailed information.



## THE POWER OF BRAND & CO BRANDING

What is branding? And why is it so important to your business? Branding goes far beyond a logo or graphic element. When you think about your brand, you should really be thinking about your entire customer experience... everything from your logo, your website, your social media experiences, the way you answer the phone, to the way your customers experience your staff. When you look at this broad definition of branding, it can be a little overwhelming to think about what your brand entails. In short, your brand is the way your customer perceives you. It is crucial to be aware of your brand experience and have a plan to create the brand experience you want... a good brand doesn't just happen... it is a well thought out and strategic plan. Many small organizations and startups neglect to spend the necessary time thinking about their brand in this broad sense and the impact it has on their business. Let's look at 10 reasons why it is important to look at your brand:

### **BRANDING PROMOTES RECOGNITION.**

People tend to do business with companies they know, and if your branding is consistent and easily recognizable, it can help people feel more comfortable purchasing your products or services.

### **YOUR BRAND HELPS YOU STAND OUT FROM THE COMPETITION.**

## THE POWER OF BRAND & CO BRANDING

Your entire brand experience, from the visual elements like your logo to the way your phones are answered, tells your customers what kind of company you are. Are all of these entry points telling the right story?

**YOUR BRAND PROVIDES YOUR EMPLOYEES MOTIVATION AND DIRECTION.**

A clear brand strategy provides the clarity your people need to be successful. It tells them how to behave, how to win, and how to achieve the company's goals.

**A STRONG BRAND GENERATES RECOMMENDATIONS.**

People love to tell others about the brands they like. People wear brands, eat brands, listen to brands, and constantly tell others about the brands they love. On the other hand, you can't tell anyone about a brand you don't remember. A strong brand is crucial to generating referrals or viral traffic.

**A STRONG BRAND HELPS CUSTOMERS KNOW WHAT TO EXPECT.**

A brand that is consistent and clear reassures the customer because they know exactly what to expect every time they encounter the brand.

**YOUR BRAND REPRESENTS YOU AND YOUR PROMISE TO YOUR CUSTOMERS.**



## THE POWER OF BRAND & CO BRANDING

It's important to remember that your brand represents you... you are the brand, your employees are the brand, your marketing materials are the brand. What do they say about you and what do they say about what you will deliver (promise) to the customer? **YOUR BRAND HELPS YOU CREATE CLARITY AND STAY FOCUSED.**

It's very easy to wander from one idea to the next without having a sense of direction...it doesn't take long before you find yourself straying far from your original goals or plans. A clear brand strategy will help you focus on your mission and vision as a company. Your brand can help you strategize and guide your marketing efforts, saving you time and money. **YOUR BRAND HELPS YOU BUILD AN EMOTIONAL CONNECTION WITH YOUR CUSTOMERS**

A good brand connects people on an emotional level, they feel good when they buy the brand. Shopping is an emotional experience, and a strong brand helps people feel good on an emotional level when they interact with the company. **A STRONG BRAND PROVIDES VALUE TO YOUR BUSINESS.**

A strong brand will provide value to your company that goes far beyond your physical assets. Think about the brands you buy from (Coca-Cola, Wrangler, Apple, Ford, Chick-Fil-A, QuikTrip)... are these companies really worth their equipment, their products, their warehouses or factories? No, these companies are worth much more than their physical assets... **Your brand has created value that far exceeds its physical value.**

## THE POWER OF BRAND & CO BRANDING

The best branding is built on a strong idea...an idea that you and your employees can buy into, commit to, and execute on. Your brand must permeate your entire organization. If your organization is clear about the brand and can deliver on the brand promise, you will see tremendous rewards while building brand loyalty with your customer base.



Co-branding in marketing with QUIKFLIP offers brands the opportunity to expand their reach, leverage synergies and increase their brand value. Through a strategic partnership, brands can better reach their target groups, open up new markets and develop innovative products or services.



# THE POWER OF BRAND & CO BRANDING

## Colors according to your intentions





# WE LOVE SWITZERLAND

1291





# WE LOVE SWITZERLAND



## RAINJACKET





## WINDBREAKER





# FASHION JUST FOR YOU







**Where business begins and trends are created**



**QUIKFLIPSWISS**



**become a distributor NOW!**

Quikflipswiss  
grabenackerstrasse 27  
8156 oberhasli  
+41 43 355 20 10  
+41 79 953 79 30  
[info@quikflipswiss.ch](mailto:info@quikflipswiss.ch)  
[www.quikflipswiss.ch](http://www.quikflipswiss.ch)

*become a quikflip ambassador*

