

# kybun: Lifelong Pain-free Mobility Solutions



kybun is a Swiss pioneer in pain-free mobility products and care services. Renowned around the world for their trademark shoes, kybun has a partnership with Aljaber Medical Care to make the world-class product line available in Qatar. We get an opportunity to talk with Karl Müller, the entrepreneur and inventor behind kybun, during his recent visit to Qatar.

## Collaboration of kybun with Aljaber Medical Care:

We started the partnership with Aljaber Medical Care 5 years ago. This is my second visit to Qatar and I find that they have made great progress. The market in Qatar now realizes even more that kybun is not just for shoes, but it's a whole medical solution—for back pain, foot and/ or neck pain. With its outstanding commitment and long experience in this sector, Aljaber group is the perfect partner for us in the Doha market.

## Plans for the Qatari market:

Expanding our activities are very important to us, especially because 2022 FIFA World Cup is fast approaching. Also, we have been in the field of professional soccer in Switzerland and Germany, for 10 years already. One of the biggest stadiums in Switzerland is called kybun Park—it's our stadium—and our team is in the highest league in Switzerland, actually in third

position. The players of our team train with kybun products, and we are very interested also to get in together with Aljaber Medical Care to become an integral part of the professional field of soccer.

The challenges in the medical shoe industry are not the same as normal shoes. The reason is that kybun it is not a normal shoe, because we sell medical solutions. True, normal shoes face huge issues especially in the retail market, because of its switches into internet sales as lots of shoes can be



compared through the internet. But it's much different with kybun shoes, because people need to try the shoes, in the stores and they want to feel if their pain is reduced. Our customers are mainly not people with pain, so we want them to directly feel in the store how it works and that is why we are strongly progressing worldwide with a 20% growth in 2019. Also, Aljaber Medical Care is doing very well in the Qatari market.



## kybun philosophy to fulfill customer needs:

kybun strives to fulfill its philosophy to fully cater to individual customer needs in cooperation with Aljaber Medical Care.

Aljaber medical care offers trial medical shoes, because our advertisements welcome customers with medical problems to come to the stores—many of them are sent by medical doctors. There they can try the shoes as it's very important that we have 100% happy customers getting pain-free, hopefully for life. That is why Aljaber offers its customers the opportunity to try the shoes for one or two days or even one week, to make sure that they had really medical issues.

## Awareness of medical shoes world over:

Unfortunately, such awareness is still low, everywhere. If the people think of shoes, they don't think of medical solutions—they think of fashion or style rather and we have a huge potential for the awareness of the audience, but it's still a very slow growth of awareness.

## Creating awareness of medical shoes:

We can use the internet to post advertisements. We are using attractive words in awareness advertisements, to make the people aware and how these shoes can help this problem and bring them to the local shops.

## Advice to Qatar customers:

I recommend to all people in Qatar not to forget that when they get older, they get stiffer. This is the same everywhere in the world. Don't forget or plan what can happen with you when you reach an age of 60, 70, 80 or 90. Do you want to walk pain-free, lifelong? Do you want to be flexible all your life and stay pain-free? Then please go to Aljaber and try on kybun!