



NEW PRODUCT LAUNCH INTERZOO 2026

For a perfect connection between you and your dog

HIGH-PERFORMANCE DOG HARNESSES FROM MINI CHIHUAHUAS
TO LARGE SWISS MOUNTAIN DOGS

curli products are getting dog owners excited in 64 countries around the world. That's no surprise, because for over 12 years, these Swiss harness specialists have been bringing unique expertise and a refreshing new vibe to the pet industry with their harness and leash solutions, which are thoughtfully designed down to the smallest detail. In doing so, they've set new standards and have become an integral part of the international market as a driving force for innovation.

curli's success and the story behind the Swiss brand speak for themselves: curli has its origins in the Swiss mountains—more specifically, in mountaineering. Mark Zimmermann and Roland Primus, the founders of curli, are both mountaineering experts. They apply their mountaineering expertise to the world of dogs and dog owners. The result is high-performance dog harnesses that serve as the perfect companions for everyday use, offering maximum safety, functionality, ergonomics, performance, and quality you can rely on.

„Anyone who has ever been out on the mountains knows how important trust, reliable gear, and good communication are.“

Roland Primus, curli CEO and Co-Founder

curli harnesses and leashes are developed based on extensive experience, the latest scientific research and cutting-edge, high-quality manufacturing processes. This results in harnesses that meet customers' needs, prioritize the dog's health, and ensure reliable safety and effective communication between dog owner and dog.

“Our customers are primarily dog owners in urban areas who value good communication and secure control over their dogs, without compromising on the dog's well-being,” explains Roland Primus, CEO of curli. “The goal is to develop harnesses that, for example, transfer pulling forces to the dog's body in such a way that the dog is guided safely and responds to commands without compromising its health, and without the forces acting on specific points being so strong that they harm the dog's body, as is the case with a collar. It is essential to ensure that trust can be built between the dog and its owner and that control can be exercised without causing pain.”





The ergonomics of the harness and whether it fits the dog's body properly are absolutely crucial. Choice of materials also requires careful consideration, because a good dog harness must be as lightweight as possible, use as few hardware components—such as eyelets and buckles—as possible, and provide the dog with optimal, safe freedom of movement. As mountaineers, we often wear harnesses ourselves and therefore know exactly what we're talking about, what matters when developing high-performance and reliable equipment, and when it's necessary to think outside the box in favor of best possible solutions and new approaches.»

More than 28 patent claims are held in the innovative curli product range—from clasp solutions like the CLICK.SNAP.GO curli Clasp or the Easy Grip Buckle to cutting patterns and manufacturing methods. A curli harness is always a unique solution. This explains why curli customers usually don't just own one harness, but are true curli fans who own more than one harness and put together their curli collections from the wide range of functions, colors, and designs.

The innovative curli size chart ensures a perfect fit and makes it easy to determine the right size. Unlike most products on the market, curli uses a consistent, unified size chart that covers all sizes from 3XS to 4XL across all models—from a small Chihuahua to a Swiss Mountain Dog. This makes it easy for customers to find the right harness in the perfect size — whether they choose a curli Vest Harness, which is specifically tailored to the needs of small to medium-sized dogs, or a curli Belka Harness, which meets the requirements of medium to large dogs.

curli is also setting new standards in customer entertainment and edutainment: With well-designed shop-in-shop solutions, retailers can not only showcase their curli product range in the best possible light—thereby boosting sales—but also stay at the cutting edge of customer experience and added shopping value. Because one thing is certain: today's customers expect more from a shopping trip than just purchasing functional products. They want to have fun while shopping, be entertained and informed, and choose the right product to meet their needs with a clear conscience. curli understands this and, as a pioneer in the industry, offers easy-to-install shop-in-shop systems that explain the products and create a space for customers to identify with them—a guarantee that your customers will become repeat buyers.

Tools such as sizing samples, size charts, and dog models make it particularly easy for customers—and for in-store teams—to determine the right harness size, while keeping



products on the shelves clean, because dog owners can simply use the sizing samples for try-ons.

At Interzoo, curli is presenting new colors and designs for the curli product range centered around the curli Vest Harness and Belka Harness, which are right on trend and sure to make dog owners' hearts beat faster.

www.mycurli.com

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curli – the Harness specialist from Switzerland

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