



*Millions of dog owners around the world use a unique German invention.*

# WELCOME TO THE **ORIGINAL**

*Millions of dog owners around the world use a unique German invention: the flexi retractable leash. We didn't just conceive the idea some 50 years ago but are today the world's leading brand in over 90 countries around the globe. In 2010, flexi was awarded the illustrious "Brand of the Century" award.*







## OUR HISTORY

# HOW IT ALL STARTED

*»I have always had dogs at home. Although I loved them all, I do have one who stands above the others. Purzel! She was my pride and joy. She was an explorer, always out and about investigating the world around us, which became a problem while she was on heat. One afternoon, it was a warm summer day in 1972, I was taking her for a walk when suddenly an idea struck me like a flash of lightning...«*

*The first prototype from 1972. The concept has not changed – the technology has matured to perfection.*

*Manfred Bogdahn,  
Inventor of the retractable flexi leash.*



# VIDEO

A VIDEO OF OUR HISTORY



CLICK! AND WATCH THE VIDEO...  
([t.ly/zNFcU](https://t.ly/zNFcU))







## OUR LOCATION

# MADE IN GERMANY

*Retractable flexi leashes are designed and produced in our family business located in Bargteheide near Hamburg. Over 350 employees work here to make the promise of a good life come true for dogs. In Germany and in over 90 different countries.*





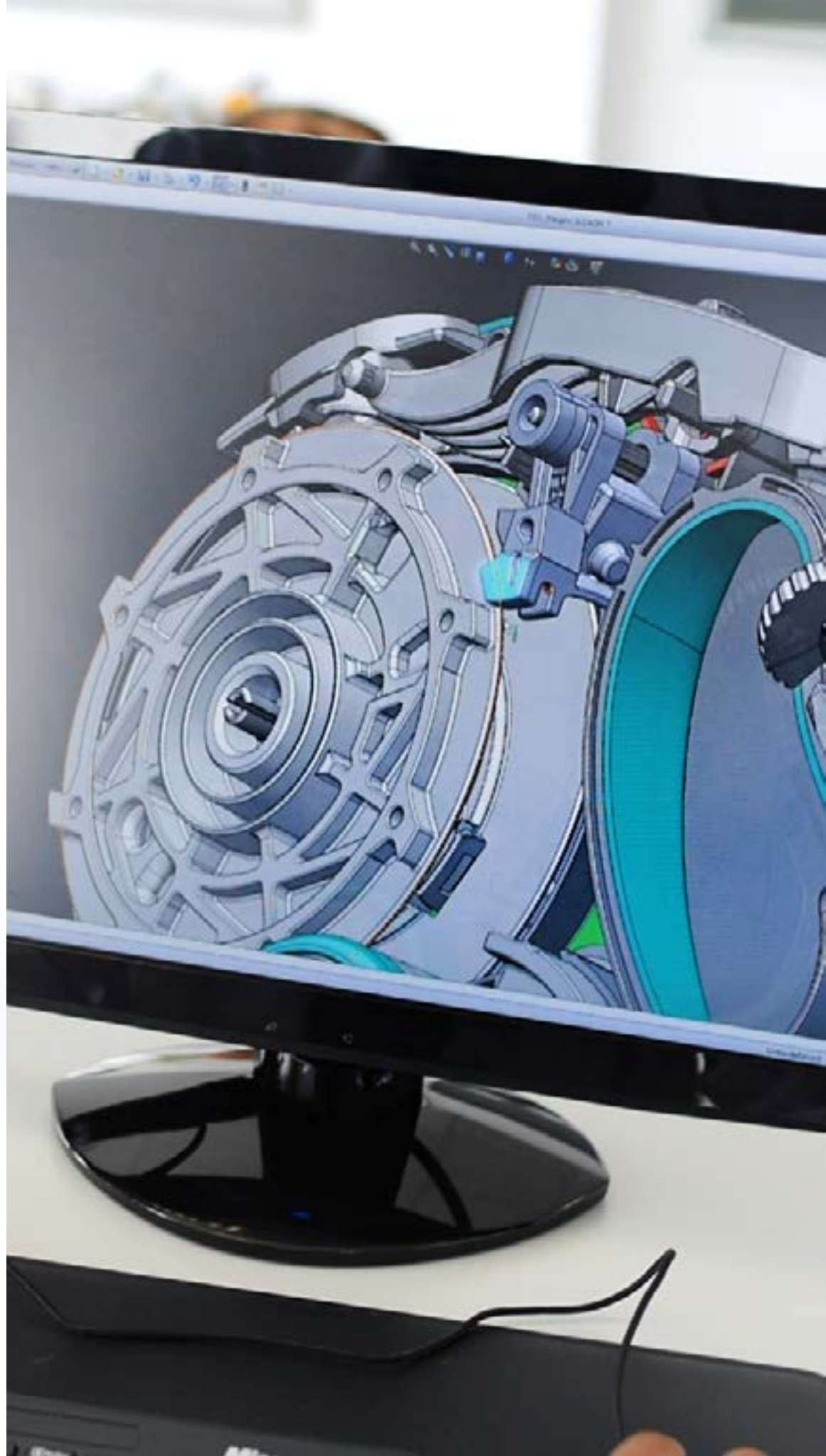
OUR VALUES

# A DOG IS MORE THAN JUST A PET

*A walk with your dog is one of the most important activities you can share. Is that not the least we should give them for their unconditional companionship, love and friendship?*







OUR ASPIRATION  
**BETTER  
IS ALWAYS  
POSSIBLE**

*Companies with a great legacy need to be able to evolve their iconic products to address the challenges of today. Every new product has to surpass an existing one in some way and be even more ingenious or even better. For us it is always a high-performance sport.*

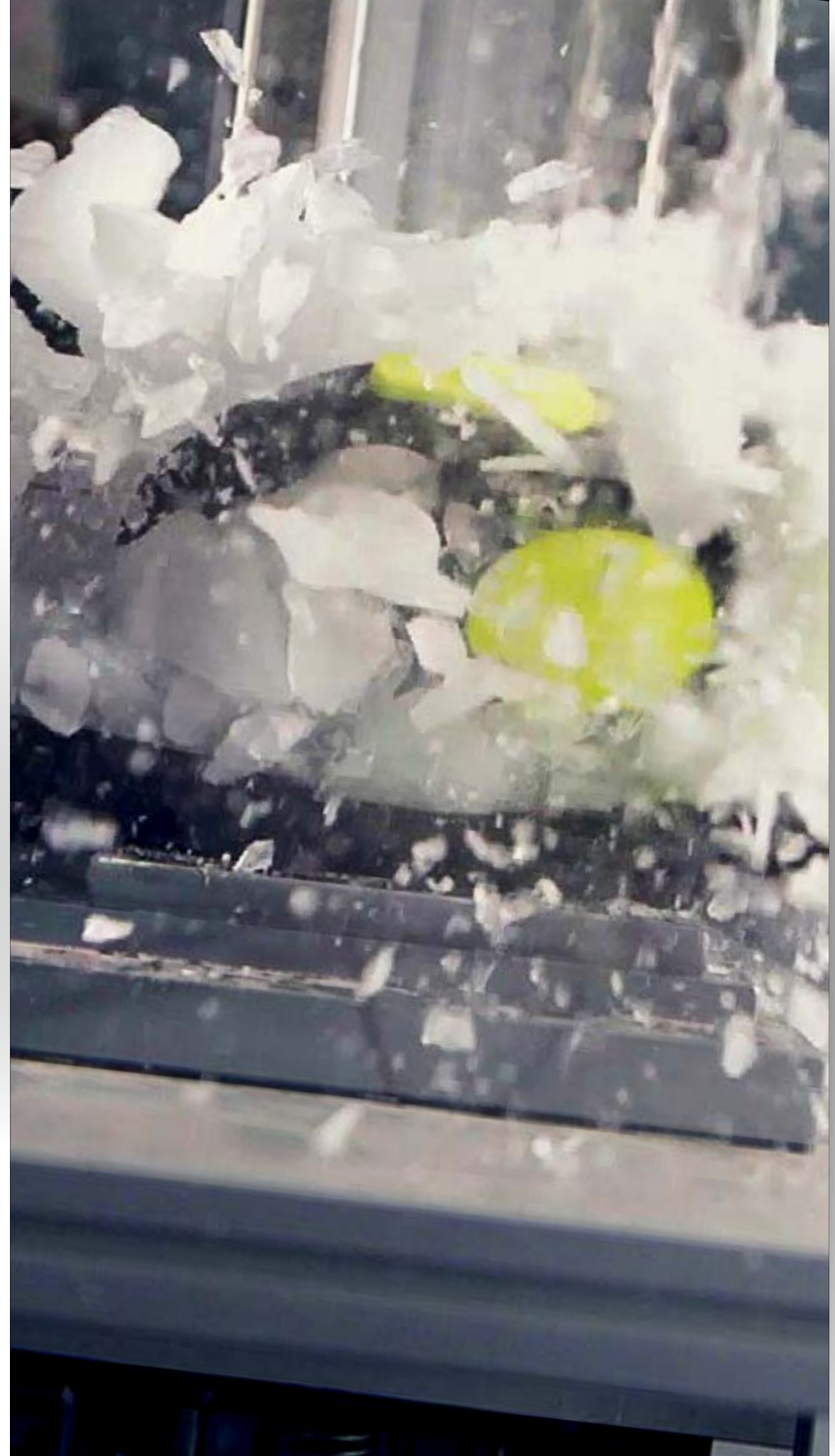




# OUR QUALITY **TESTED TO THE LIMITS**

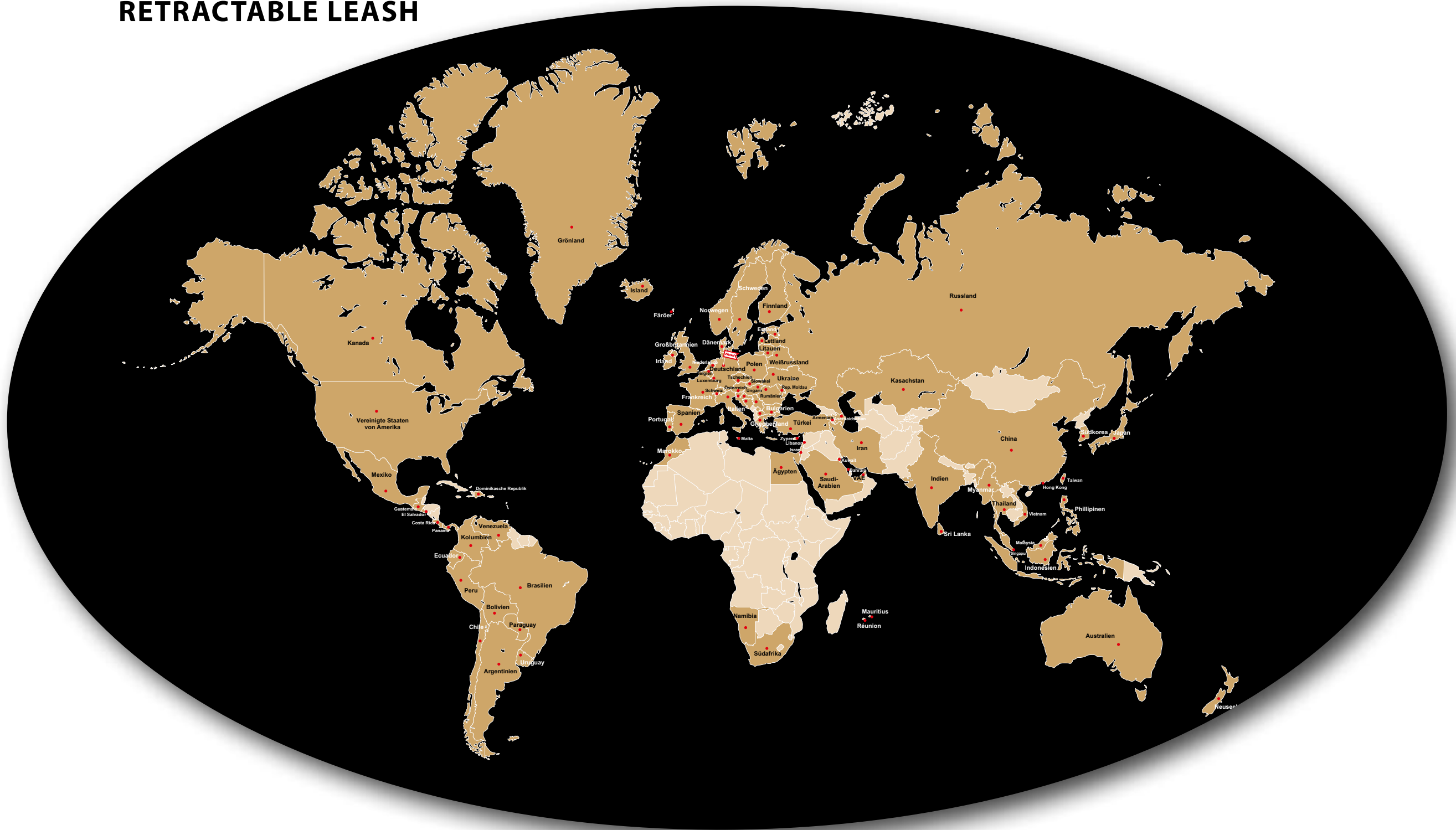
*flexi leashes are small wonders in their own right – packed with innovative ideas, patented technology and handcrafted details. Each model is assembled by hand and undergoes various quality checks before your tail-wagger actually gets to use it. The reward: uncompromising standards of perfection that will satisfy the needs of even the most energetic dog.*

*Our leashes are tested to the limits to ensure that they can support even the most vivacious dogs throughout their lives.*





# WORLD'S NO. 1 RETRACTABLE LEASH



*Today, flexi retractable leashes are exported to nearly 90 countries around the world.*



# OUR AWARDS PROUD OF OUR VALUES

*We like to win awards, although it is not our foremost objective. Awards signify values. In 2010 we were decorated with the "Brand of the Century" award. Other accolades include the "reddot design award", the "Editor's Choice Award" by the American "Dog Fancy" magazine and the "Product of the Year" award for flexi Neon by Europe's leading Dog magazine "dogs".*

*However, our most important award is the many customer reviews that reach us from the millions of happy dog owners around the world.*







MADE IN GERMANY SINCE 1973

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