

BRAND KIT


KYWIE
AMSTERDAM

KEEP IT COOL
WITH WOOL

WWW.KYWIE.COM

THE TALE OF THE WOOLER

KYWIE introduces the world to the amazing qualities of sheepskin, keeping your drinks at the desired temperature - thanks to natural bio-insulation - while adding a captivating centerpiece to any table.

FUNCTIONALITY. SUSTAINABILITY. BEAUTY.


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OUR ORIGINS

In the Dutch countryside near Amsterdam, lies a serene village where Saskia's childhood unfolded, surrounded by meadows and sheep. Inspired by her grandfather's fur business, Saskia fused her passion for skins with sustainability. Sheepskins, a food industry byproduct, captivated her for their insulation and natural resilience.

Founder Saskia Nooij, once in corporate life, transitioned to entrepreneurship with KYWIE. Her brand reflects **functionality, sustainability, and beauty.**

With a devoted team, Saskia introduced natural bio-insulation to global markets, from icy mountains to desert cities.



WHY WE LOVE SHEEPSKIN

Sheepskins are known as double-faced, featuring a leather or suede side and a soft woolen side. The inherent properties of sheepskin are truly remarkable:



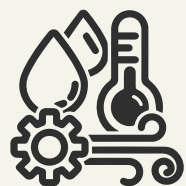
BIO-INSULATION

The air trapped within the wool's tiny curls and hooks ensures a constant temperature, providing excellent insulation.



DIRT-REPELLENT

Sheep possess a natural oil layer on their wool, making it resistant to dirt. Spills, like wine, bead off the material instead of leaving stains.



HUMIDITY REGULATION

As sheep frequently endure rain, nature has ingeniously adapted their wool. Sheepskin excels in humid conditions, maintaining its insulation properties when wet, staying hygienic, and remaining odor-free.



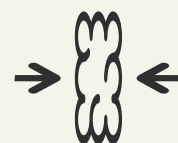
SUSTAINABILITY

Our sheepskins are obtained as a byproduct of the food industry. Our production partners adhere to the highest international standards and certifications, prioritizing animal welfare, energy efficiency, and water conservation.



COMFORTABLE GRIP

Touch and feel and you will understand.



CUSHIONING

The plush sheepskin lining of KYWIE wine coolers provides a cushioned cocoon that shields and cradles your precious bottles, ensuring their safety during every movement.

IT IS NOT JUST ABOUT WINE

KYWIE IS PERFECT TO KEEP
ANY DRINK AT THE RIGHT
TEMPERATURE FOR HOURS.
HOT OR COLD

Imagine our Woolers' variety!
This is why the brand is loved
and successfully sold in a variety
of specialty stores worldwide:

- Interior and home decor
- Deli & gastronomy
- Lifestyle & niches (eg. babystores)

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NATURE'S WARMTH

Love for your
little lamb

Sheepwool keeps
any drink at a stable
temperature for
hours. **Hot or cold.**
That means you can
use it for tea, coffee
or a baby bottle.
Both at home or on
the go.



REFRESHING AND PURE

Your water
companion

KYWIE is lightweight,
easy in maintenance
and unbreakable,
making it perfect to
use in restaurants,
on a boat or while
camping. Passive
cooling, no need for
electricity or ice.



CHEERS TO BEERS!

A range of sizes

The KYWIE family
goes from very large
magnum bottle
coolers and a wide
model for bottles
such as Ruinart to a
Demi for beer bottles
and even a keychain
model for cans.

THE BEST PASSIVE COOLER ON THE MARKET

At KYWIE, we prioritize beverage temperature for an exceptional experience. Placing bottles on tables only to warm up is against our ethos.

KYWIE's passive cooler came out first in an independent test by a Dutch national newspaper, maintaining stable temperatures for hours, gradually warming by just 1°C per hour. Its unique design ensures a consistent inner climate without unnecessary contact, preserving your beverage's desired temperature.

Unlike energy-consuming ice buckets that cool your drinks ever further or (dare we say: ugly) traditional steel coolers that have limited to no functionality, KYWIE offers an aesthetic, sustainable solution.



#KYWIEmoments



We are delighted by how KYWIE inspires our global community to embrace and cherish #KYWIEmoments.



SOCIAL MEDIA

We actively encourage owners to share their #KYWIEmoments and amplify posts of our valued retailers



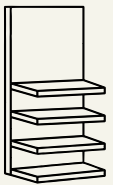
BRAND SUPPORT

We offer high quality product images, visuals and video materials, as well as textual support and USP's to assist in your sales process.



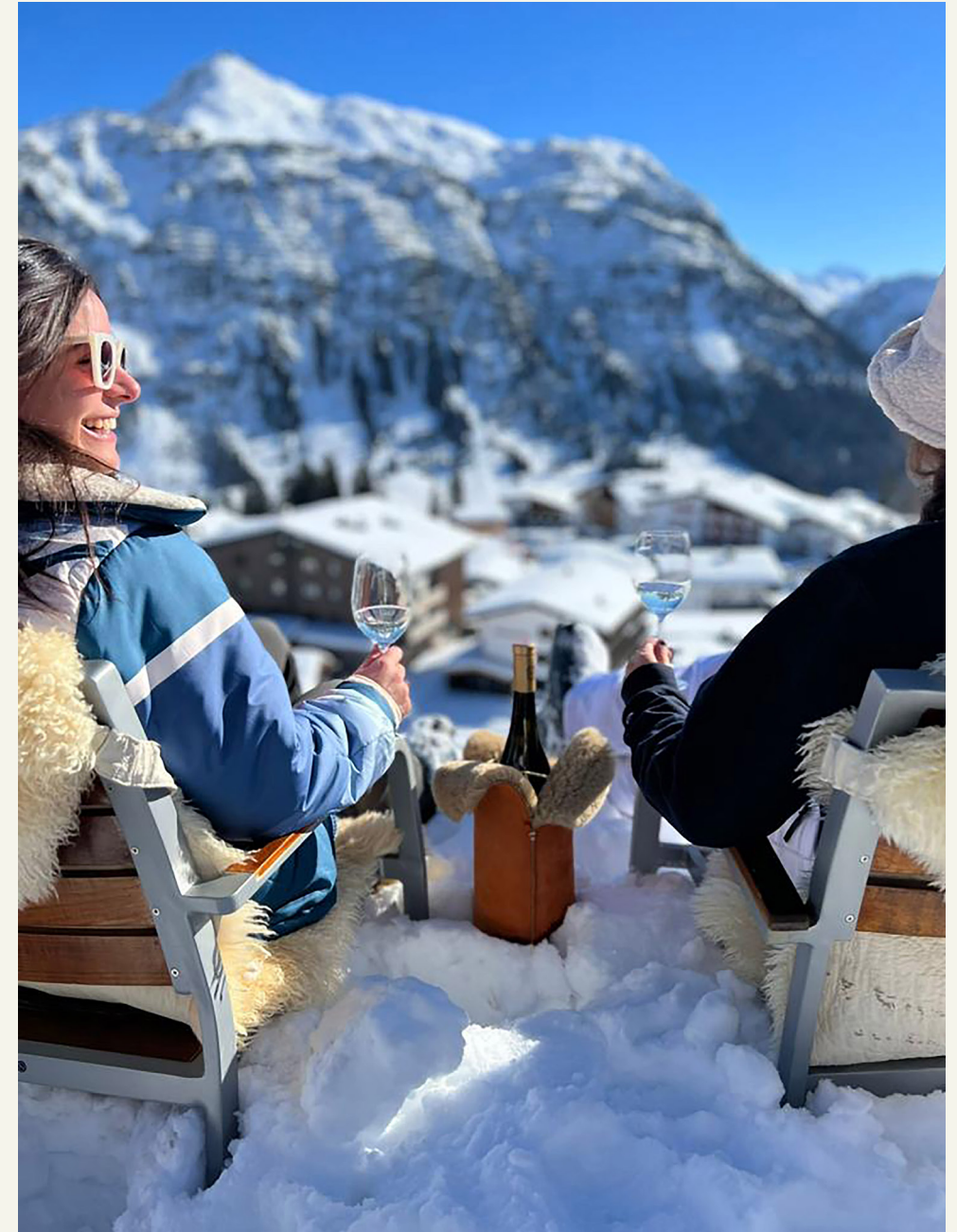
B2B PORTAL

We launch a full fledged order portal online, facilitating your orders at any moment and guaranteeing you are the first to know about novelties, campaigns and bundle deals.



POS MATERIALS

We support you with in-store visibility and product information: from displays to brochures.



COLLECTION

Wine



Wine



Champagne
Bourgogne



Champagne
Bourgogne



Magnum



SIZEWISE

			Equipped for:	Content:	Measurements:	Suitable for:
Magnum			Magnum champagne bottles, magnum wine Bourgogne bottles	1,5 lt	Height: 30 cm Diameter: 13,5 cm	
XL Champ			Wide champagne bottles (Ruinart)	750 ml 1 lt	Height: 20 cm Diameter: 12 cm	
XL Wide			Wide champagne bottles (Ruinart)	750 ml 1 lt	Height: 16 cm Diameter: 12 cm	
Champagne			Champagne bottles, wine Bourgogne bottles	750 ml 1 lt	Height: 23,5 cm Diameter: 12 cm	
Wine			Wine bottles, water bottles	750 ml 1 lt	Height: 21 cm Diameter: 10,5 cm	
Demi			Long cans, glasses, water bottles, beer bottles	500 ml	Height: 16 cm Diameter: 8 cm With and without bottom	
Koozie			Cans, glasses, coffee/tea glasses, baby bottles, beer bottles	330 ml	Height: 10,5 cm Diameter: 8 cm	
Keyring			Cans, glasses, baby bottles, water bottles, beer bottles	330 ml	Height: 10,5 cm Diameter: 8 cm No bottom	

FREQUENTLY ASKED QUESTIONS

UNIQUE SELLING POINTS OF KYWIE PRODUCTS



USE

- Indoor and outdoor use, all year round
- Suitable to maintain desired temperature of white wine, red wine and champagnes
- Also suitable to keep drinks hot
- Water bottles fit perfectly in the Champagne size
- Different sizes and colors
- Lightweight, compact packaging, easy to store and ship.



MAINTENANCE

- Naturally becomes more beautiful in time, like your favourite leather jacket
- Sheep wool naturally has a protective oily layer
- Gently brush the outside of your suede cooler to remove stains
- Printed designs can be cleaned even easier with just a damp cloth



CORPORATE

- Suitable for professional use in hospitality
- Fully customizable: leather logo patches, stitching, colors and even full print or pattern
- The perfect corporate gift for any occasion
- Co-branding opportunities for loyalty programs



SUSTAINABILITY

- Certified production process
- 100% bio-degradable, made of all natural products
- Lasts a lifetime
- Bio-Insulation
- Sheepskin is a rest product of the food industry
- Saves water, ice and energy in use

CORPORATE GIFTING

KYWIE woolers are the perfect corporate gift for any occasion. They are fully customizable to your corporate branding: with a leather logo patch, a specific color or even fully printed or with a branded pattern.

We are also happy to elaborate co-branding opportunities for loyalty programs.



GUEULETON

PIERER



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KYWIE NOVELTIES


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SNEAK PREVIEW



THE DUO

WHAT'S A BETTER PRESENT THAN A KYWIE?
Two KYWIE woolers.

Our bestsellers:
Champagne and Wine
size combined in the perfect gift pack.

Available: November '23

concept visual,
for reference only

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THE GIFT PACK

Wine box with bottle combined

Available: September '23



THE INSIDE OUT

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Doesn't it look fluffy? The KYWIE insideout is like a wintry warm hug for your beloved bottle.

Available: November '23



NEW SEGMENTS IN LIFESTYLE

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KYWIE Muff - Stylish in Sheepskin

With this stylish bag, your hands stay warm with wool. The muff also has two pockets for small items like your phone and keys.



POS MATERIALS:



We launch a new range of visually attractive and informative materials to optimize the in-store customer experience.





The thermal functionality of sheep wool in our tubularcooler is internationally protected by KYWIE's model right.

As a brand, KYWIE, along with our name and logo, are registered trademarks, safeguarding our unique identity and ensuring our commitment to delivering exceptional products.