

# GANEKO UNIT

GLASSES · SUNGLASSES

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"Ordinary But Not Boring  
Unique But Not Heavy"





GANEKO UNIT

SUNGLASSES

GLASSES

DISPLAY

INITIAL



Z

GANEKO UNIT

## Comapany Introduction

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### Philosophy

**“Ordinary but not boring,  
Unique but not heavy”**



**GANEKO UNIT is the abbreviation for  
Gaudi Nebesa Korea Unit.**

**Do you konw Gaudi?**

**It's Gaudi,**

**the unique Spanish architect in the world  
who puts the vitality to the buildings.**

**GANEKO UNIT, who dreams the Gaudi's Nebesa(Sky),  
not only the combination of new materials,  
original designs and the comfort of the glasses,  
we are also expanding the range of handmade props design combined with fun ideas.**

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# Research Makes a Good Design

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**Glasses must have the fashionable elements.  
But as well it must be ergonomic and practical.**

**Through rigorous market research,  
Ganeko Unit creates the styles which can be loved by users.**



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## Sketch~3D Print

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**While developing the design,  
from hand-drawn sketches to 3D printing,  
GANEKO UNIT use various methods to research.**

**As a result of this process,  
GANEKO UNIT make the glasses such as the philosophy:  
“Ordinary but not boring,  
Unique but not heavy”**



**“Ordinary but not boring,  
Unique but not heavy”**

GANEKO UNIT puts the philosophy  
“Ordinary but not boring, unique but not heavy” in the glasses.  
We are making glasses which are familiar to a wide range of consumers.

We hope GANEKO UNIT glasses are not just fashion or sight accessories, but the memories beyond the glasses themselves.

**CEO Kim Jungho**

# Company Introduction

## Company history

2012

- 05. Establish Yujung corporation
- 06. Lunch the brand of GANEK UNIT
- 08. Carry out the free service for customizing of laser initial engraving on the temple



- 04. Contract with Taiwan, Malaysia, China agencies
- 05. Certified as the Advanced intellectuals

2014

- 03. Release the eyewear accessories
- 12. Agreement on G-MIT entertainment MOU



2015

- 05. Contract with Hongkong agency
- 06. Establish design research center
- 06. Open the Lotte Fitin Pop-up store in Dongdaemun
- 07. Exceeding 1,000 franchise stores
- 09. Selected as an innovative leader of Leading Korea
- 09. Awarded a trustworthy brand
- 09. Customer Impression Management & TOP Brand Target
- 10. Appearing o the YTN "Youth startup runway"



2016

- 01. Contract GANEKO UNIT special agencies

2017

GANEKO UNIT

# Company Introduction

## Main achievement

2013

03. Participate in Seoul Explook



2014

03. Export contracts with Australia, Malaysia, China and Hongkong



2015

04. Participate in the International (Daegu) Optical Fair<DIOPS>  
08. Participate in the Korea Style Week



- 02. The recognized sponsor brand of the movie <Lucid dream>
- 02. Participate the China Shanghai International Optical Fair <SIOF>
- 03. Participate in the Taiwan International Optical Fair
- 04. Participate in the Daegu International Optical Fair <DIOPS>
- 04. The recognized sponsor brand of the drama <Chicago Typewriter>
- 05. Cheongnyang-ri station outdoor advertising
- 05. The recognized sponsor brand of the drama <Man to man>

2016

2017

- 02. Participate in the Seoul Project Eyewear
- 02. The recognized sponsor brand of the movie <Pure Love >
- 03. Develop the APP Augmented Reality
- 04. Participate in the International (Daegu) Optical Fair<DIOPS>
- 05. The recognized sponsor brand of the 2016"Miss Korea"
- 06. Collaboration with Digital Hands(3D printing manufacturer)
- 06. Participate in <Inside 3D Printing>
- 09. The recognized sponsor brand of Hongik University Graduation Fashion Show
- 09. Participate the China Shanghai International Optical Fair<CIOF>
- 10. The recognized sponsor brand of Konkuk University Graduation Fashion Show
- 10. Participate in <The Fashion & Beauty Festival> at COEX
- 12. Participate the <Winter Festival> at COEX



# Domestic & Overseas Distribution Status

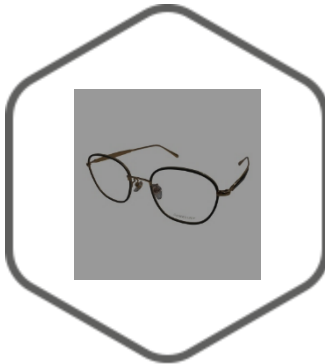
- **June, 2017 Ganeko Unit opened the first Showroom at Paju Premium Outlet .**
- **Domestic: Supply for more than 1,000 optical shops**
- **Overseas: Established distributors in China, Malaysia, USA, Canada ,Taiwan etc.**



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# Why choose GANEKO UNIT?

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## DESIGN

Various designs are produced through a rigorous process



## RATIONALITY

Reasonable price



## DIVERSITY

Continuous research to improve various products and services



210,00

0

MATERIAL  
STAINLESS STEEL +  $\beta$  - TITAN

SIZES  
51 □ 20 - 148

MODEL NO  
GK 2702 - C9

COLORS  
BURGUNDY & GOLD



190,00

0

MATERIAL  
STAINLESS STEEL

SIZES  
53 □ 21 - 153

MODEL NO  
GK 2039 - C3

COLORS  
BLACK & SILVER



218,00

0

MATERIAL  
ACETATE +  $\beta$  - TITANIUM

SIZES  
49 □ 20 - 148

MODEL NO  
GK 234 - C3

COLORS  
LIGHT BROWN



210,00

0

MATERIAL  
STAINLESS STEEL +  $\beta$  - TITAN

SIZES  
51 □ 20 - 148

MODEL NO  
GK 2702 - C11

COLORS  
OLIVER & GOLD



190,00

0

MATERIAL  
ACETATE +  $\beta$  - TITANIUM

SIZES  
48 □ 18 - 145

MODEL NO  
GK 2505 - C4

COLORS  
BROWN & GOLD



210,00

0

MATERIAL  
STAINLESS STEEL

SIZES  
48 □ 21 - 145

MODEL NO  
GK 2029 - C1

COLORS  
BLACK & GOLD



190,00

MATERIAL  
STAINLESS STEEL

SIZES  
52 □ 21 - 150

MODEL NO  
GK 2035 - C3

COLORS  
BROWN & YELLOW GOLD



190,00

MATERIAL  
STAINLESS STEEL

SIZES  
51 □ 20 - 145

MODEL NO  
GK 2004 - C16

COLORS  
PINK GOLD



190,00

MATERIAL  
ULTEM + β - TITANIUM

SIZES  
50 □ 20 - 145

MODEL NO  
GK 254 - C2

COLORS  
BROWN LEOPARD



190,00

MATERIAL  
STAINLESS STEEL

SIZES  
51 □ 16 - 140

MODEL NO  
GK 1009 - C7

COLORS  
BLACK & GOLD



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MATERIAL  
ACETATE + β - TITANIUM

SIZES  
50 □ 20 - 148

MODEL NO  
GK 232 - C4

COLORS  
Brown Gradation



210,00

MATERIAL  
STAINLESS STEEL + β - TITAN

SIZES  
52 □ 20 - 148

MODEL NO  
GK 2701 - C1

COLORS  
BLACK & GOLD

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# Products

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## Sunglasses



**(Arkas)**



**(Arion)**



**(Leo)**

# DISPLAY PROP



# Aggressive Marketing Strategy



- Sponsor the event such as the popular drama, movie and the fashion show .
- Domestic and overseas model promotional videos and celebrity-wearing shots.
- Participated actively in Global Optical Exhibitions (Beijing, Shanghai, Taiwan, Daegu, Hong Kong, USA)
- Operate a variety of popular online shopping malls
- Real-time homepage update (New product arrival, Sold-out status update)

# Marketing Strategy

## Movie / Broadcast Sponsor



<Movie 'Lucid dream' actor Su Go>



<Movie 'Run-off, 2016' actor Dalsu Oh>



<Girl group 'rainbow' Uri Go>



< 'Battle trip' actor Jonghyuk Lee>



Marketing Strategy

Foreign Models Wearing Photos



CLICK HERE TO BUY  
TICKETS



2018

**DIOPS**



**Participated actively in Global Optical Exhibitions**

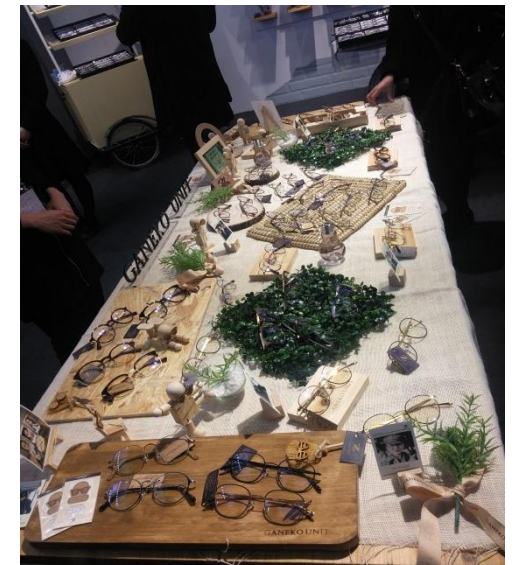
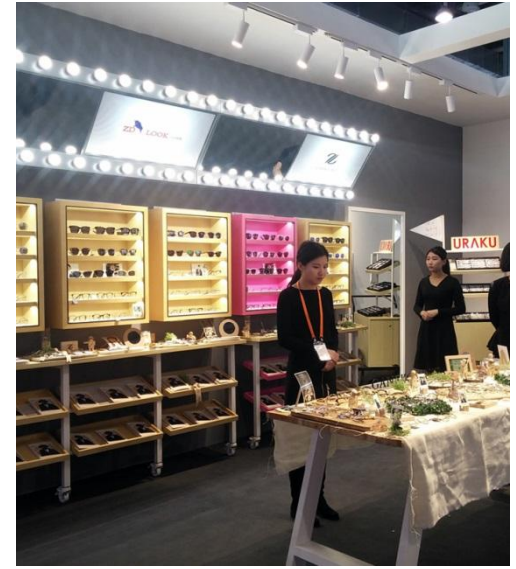
## Marketing Strategy

# 2017 Daegu International Optical Show, DIOPS



## Marketing Strategy

# 2017 Shanghai International Optical Fair



# Marketing Strategy

## 2017 Taiwan International Optical Fair



## Marketing Strategy

# 2018 Shanghai International Optical Fair



# Various Popular Online Shopping Malls and SNS Operations

- GANEKO UNIT Website:  
(<http://www.ganekounit.co.kr/>)
- Shopping Mall “EYEWEAR KOREA” operated by Korea Optical Industry Agency (<http://www.eyewearkorea.com/mshop/?mshop=s2122281234>)
- Shopping Mall “Buy Korea” operated by KOTRA, Government Agency  
<http://seller.buykorea.org/yujung-corporation--EC128902>
- GANEKOUNIT’ s Facebook, Instagram Operation  
(Search word: Ganeko Unit)



# Business Management

- **Quick and systematic After Service Management**
- **All desired shipping companies are OK**
- **Thorough product inspection and rapid delivery**
- **Trade Department Personnel's Rapid Response & Customer Service & Business Management**
- **Supply with Glasses Case, Glasses Cloth and Warranty Card**
- **Supply with Ganeko Unit's unique and cute Display Accessories.**





# INITIAL CARVE A SEAL

With the unique technology,  
GNAKO UNIT is now pursuing a form of customization.

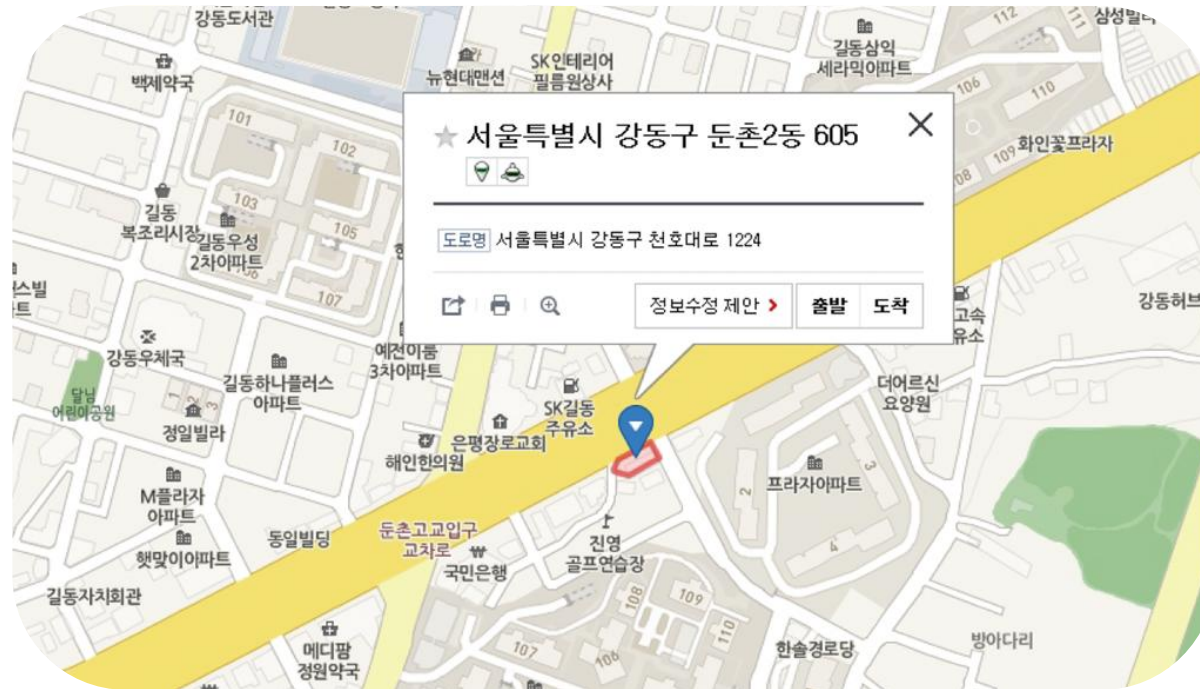
The customizing needs one or two days.  
According to customers' requirement,  
Korean words, Chinese words and Rome words  
(☆ ♥ & ♠ ... )  
are all ok.



GANEKO UNIT

# Contact Us

## Location & Contact



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GANEKO UNIT



**THANK YOU**