

# IMBOX Protection: Redefining shoe protection



*Are you ready to bring  
your stores on top with  
game-changing footwear  
protection technology?*

IMBOX Protection empowers retailers with the world's only in-store footwear protection service. Offering retailers the exclusive solution isn't just an option; it's a game-changer.

Seamlessly integrated through a streamlined, result-driven rental agreement, we provide unwavering support, delivering extensive training, service and marketing support. The outcome is a revenue boosting IMBOX service that turns your sales and in-store service to new heights.

Dive into our vision of the future of footwear protection technology.



### *The customer experience*

The IMBOX solution delivers an unique in-store experience, with reports showing that IMBOX boosts customer return rates by up to 12%.

### *The innovation*

Protected by five world patents, we aim to be the world's best and most innovative protection for all that you wear.

### *The environment*

The IMBOX treatment is AllergyCertified and PFAS-free, ensuring safety for store staff operating the machine.

### *The brand*

IMBOX is trusted by some of the biggest global retailers and chosen by +35 million consumers each year, continuously growing.

### *All this boosts your sales*

IMBOX drive sales growth without additional resources, expanding your accessory market by over 50%.



*We are committed to empowering you to excel and maximize your IMBOX journey. To ensure your success, we provide unwavering support through strong initiatives every step of the way.*

*8 compelling reasons to integrate IMBOX in your business strategy.*

*IMBOX serves as a catalyst for growth and a competitive advantage, enabling you to deliver the best-in-class footwear protection to your customers. Elevate sales of complementary products and provide unparalleled value to your customer base.*

 Additional profitable income for your business.

 Increase foot traffic in store.

 Premium footwear protection.

 Increase sale of complementary products.

 High turnover.

 Safe and environmentally friendly.

 Competitive advantage.

 Easy and fast.





*IMBOX isn't just expanding your accessories market but reignites the enthusiasm of the customers, bringing them back to your physical stores with a solution that exceeds their expectations in both performance and quality.*

*As an exciting addition to your existing lineup of footwear protection and care products, IMBOX boosts your overall accessories business and injects it with a vibrant connection with customers and driving growth in your overall accessories business by over 50%.*

**2%** demand to buy traditional accessories.

**37%** are open to buy traditional accessories.

**61%** never buy traditional accessories.

**81%** of all your customers are open to buy IMBOX footwear protection.



**The IMBOX uses 6 nozzles to spray the footwear. Any excess mist is filtered through an active coal filter, making the IMBOX safe to use.**

Protects footwear against colour fading, stains, dust and any kind of weather.

Tested according to European standards – a better choice and safer to use.

The treatment takes less than a minute.

The advanced technology of the IMBOX allows us to remotely monitor the machine.

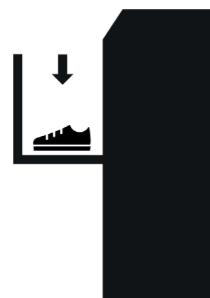
The IMBOX is a stand-alone machine with a foot-print of 0,32 m<sup>2</sup>.

When tested by PFI\*, the IMBOX liquid got the highest score in efficiency on all surfaces.

IMBOX is the only one of its kind in the world.

\*PFI: Pirmasens German test institute.

**Quick, easy and safe to operate in 3 simple steps**



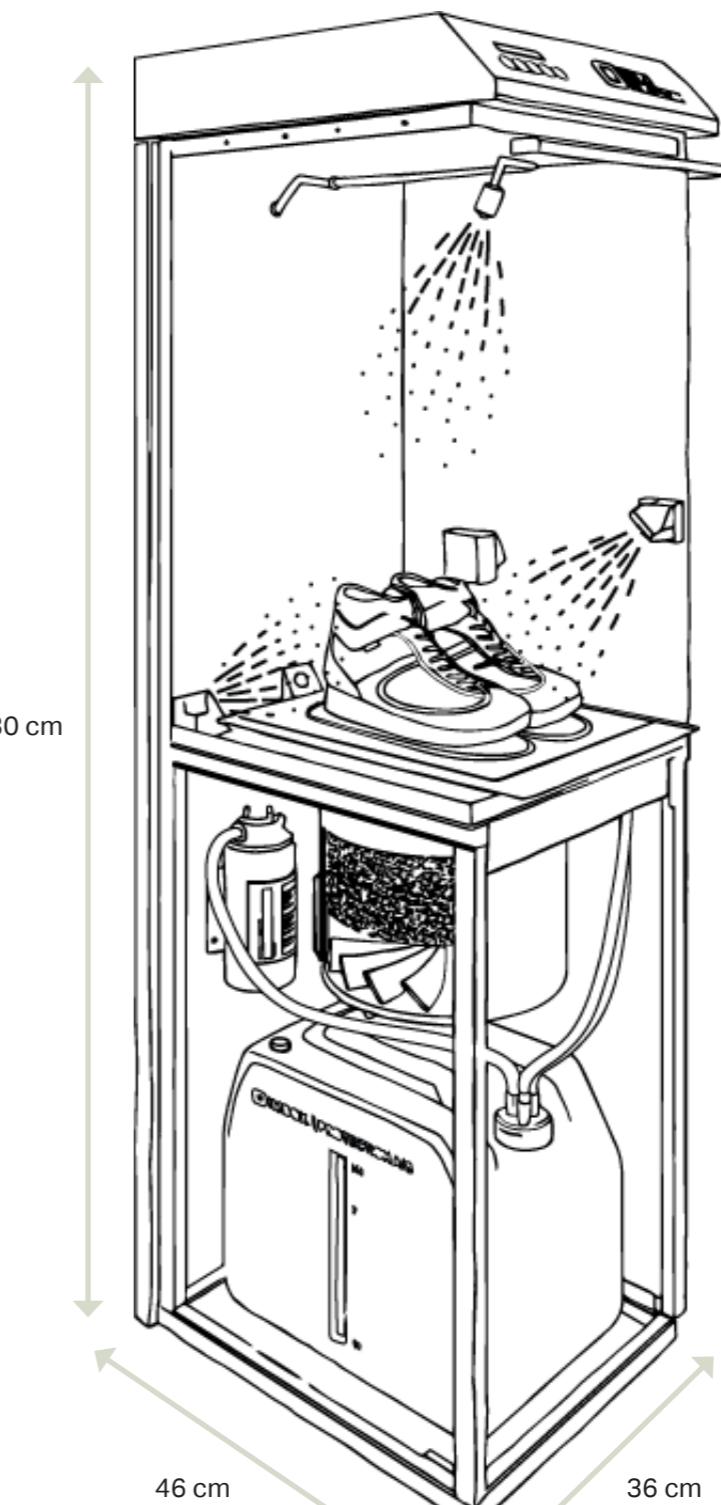
1. Place the footwear on the mat and close the drawer.



2. Choose program. The treatment takes less than 1 minute.



3. Treatment is finished and your customer is ready to go!



DESIGNED AND  
MANUFACTURED  
IN DENMARK

IMBOX® Globally patented

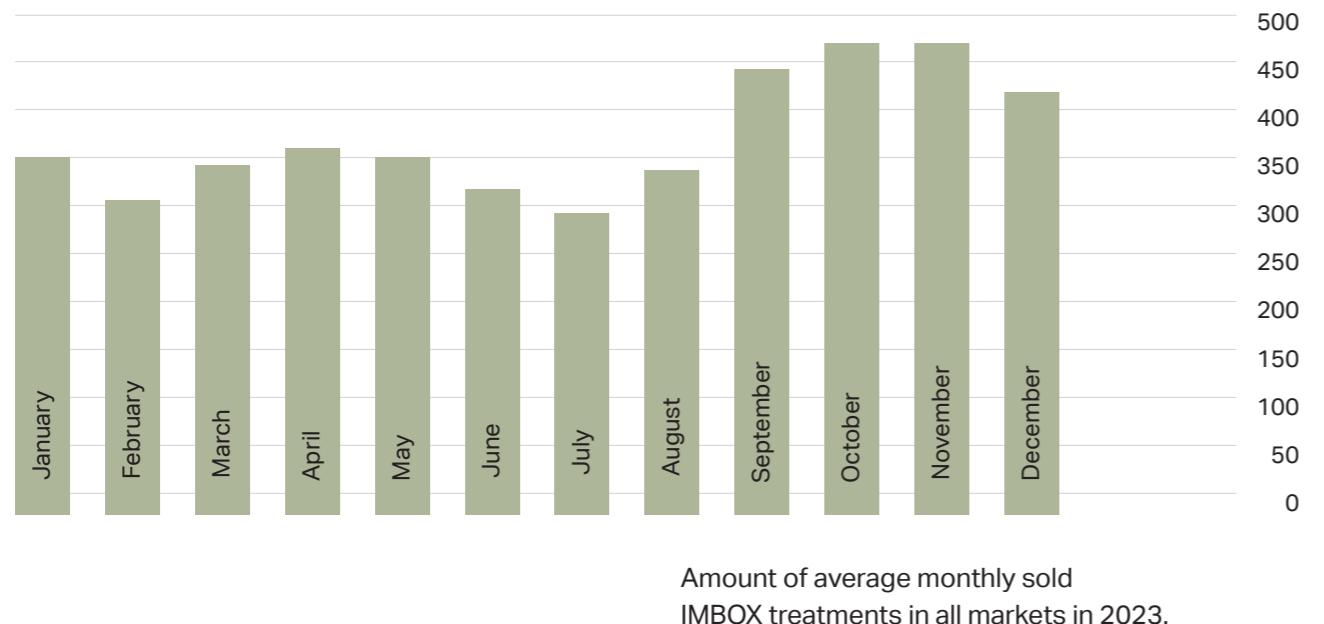


ATEX approved

*All seasons are IMBOX season, because we believe that every moment deserves the best protection.*

*We are committed to safeguarding footwear from any type of weather and seasonal activities.*

*We provide training, motivation and valuable incentives to ensure you and your staff get the most out of the IMBOX experience.*



*Protection against water, dirt and UV rays.*

The IMBOX treatment provides professional protection, shielding the footwear from various weather elements. Empowering indoor and outdoor activities worry-free, it prevents colour fading from UV rays and repels water, dirt, snow, salt and more. This innovative solution offers year-round comprehensive protection, going beyond aesthetics.

**IMBOX is the only footwear protection solution in the world that provides best-in-class protection done in-store – safely and in less than a minute.**

**We take pride in the effect of the IMBOX.**

**Superior quality**

IMBOX is a superior-quality treatment. Our uniquely developed formulation ensures professional protection, prolonging the lifetime of the footwear.

**AllergyCertified**

The IMBOX treatment process is AllergyCertified. IMBOX has a track record with no reported instances of allergies associated with the treatment in any way.

**PFAS free fluid**

In our commitment to providing a harmless solution, the IMBOX liquid is not only PFAS-free but also completely devoid of carcinogens.

**Thoroughly tested**

The liquid in the IMBOX treatment has undergone comprehensive testing at PFI Pirmasens in Germany, assessing its capacity to repel all sorts of substances.



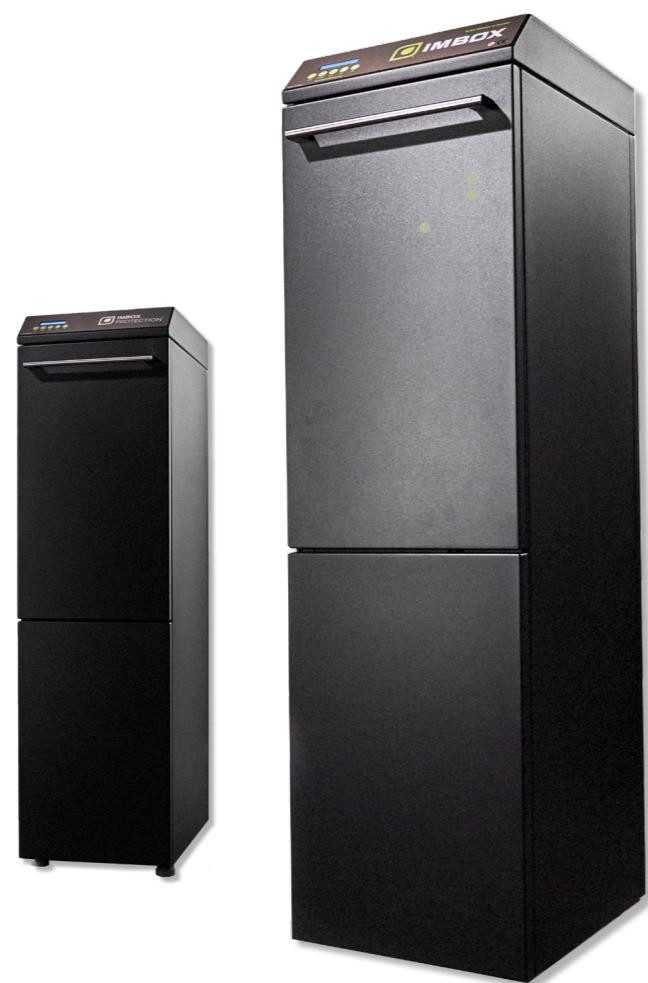
Designed, developed and manufactured in Denmark the patented IMBOX is approved according to strict Danish standards and legislation.

Our production is located in North Jutland. The IMBOX liquid is developed and tested in Southern Denmark and Germany.



*The IMBOX brand is globally recognized with more than 9,500 IMBOXes and already serving millions of satisfied consumers across Europe, Asia and the U.S.*

*However, we aim to be the world-leading protection system, setting the future standard for innovation in safeguarding everything you wear.*



*“The training and support provided by IMBOX to our store teams has been valuable in driving not only IMBOX sales but also keeping up the focus on sales of aerosols.”*

**The Buying Team**  
Deichmann UK

*“We have been delighted from day one with IMBOX’s collaboration. [...] Imbox is a tool that both helps us and also helps our customers get a sustainable product, which is why we look forward to many years of cooperation.”*

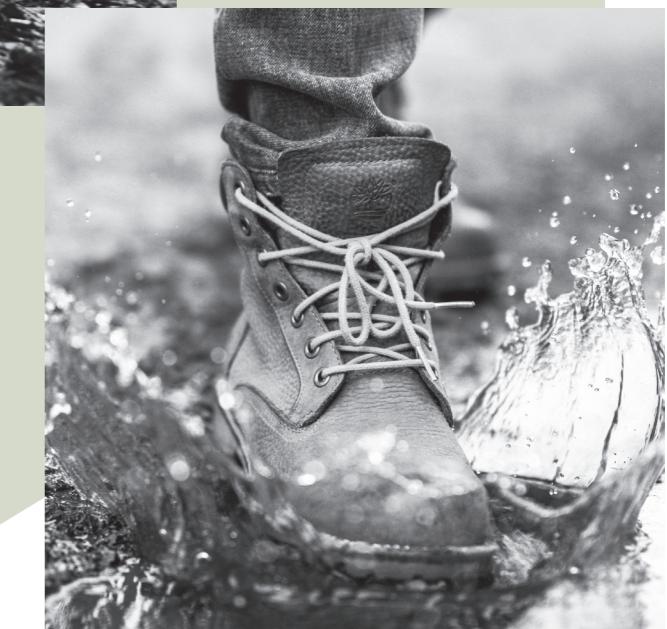
**Samuel Frick**  
Sales supporter, Stadium Sweden

*“IMBOX Protection elevates shopping experiences for consumers while increasing the frequency and duration of in-store shopping trips for the retailer’s benefit. The IMBOX system meets top consumer priorities by prolonging the performance and durability of footwear and, at the same time, improving customer satisfaction.”*

**Martin Kolloch**  
General Merchandise Manager, Snipes

*“Since the introduction of the Imbox protection system across our stores we have seen a significant uptake across both outdoor and running footwear; our customers appreciate the convenience of having their footwear protected at the point of sale and (...) return for further treatment to continue to protect their investment.”*

**Andrew White**  
Retail Director, Outdoor & Cycle Concepts LTD





*Let's go!*



IMBOX PROTECTION A/S  
Ved Skoven 54  
8541 Skødstrup  
Denmark  
Tel. +45 7171 2222  
[www.imboxprotection.com](http://www.imboxprotection.com)

