

Künzli remains Swiss owned and continues business activities

The traditional Swiss shoe manufacturer Künzli can continue its business activities. The announcement of the imminent closure due to a lack of a succession led to great response and opened up a circle of interest as well outside the orthopaedic and shoe industry. This has now led to an ideal solution.

Roberto Martullo will take over Künzli in January 2025. "Such a Swiss manufacturer of tradition shall not be lost. Künzli accompanied my youth. My sport shoes and my football boots were from Künzli and my favourites. I just couldn't stand by and watch this Swiss icon disappear. I will ensure that the company is preserved for customers, partners and especially the employees. Driving Künzli forward together with a committed team fills me with anticipation."

Owner Barbara Artmann is pleased and grateful: "Künzli and the achievements of almost 100 years of Swiss shoe history live on, the team can stay with us and continue the exciting task. And Künzli now has the chance to take steps towards a successful future. Continuity and progress are assured. I am convinced that with Mr. Martullo the best successor has been found."

Soon 100 years of tradition and innovation

Künzli SwissSchuh AG has a long tradition: in 1927 Werner Künzli founded a company to manufacture sports shoes. In 1955 his son Kurt Künzli took over the business and developed Künzli into the epitome of Swiss sports shoes. One of his key inventions was the patented 5-stripe-fit-lacing system in the 1950s, which not only gives the foot special support, but also quickly became the trademark of Künzli shoes with its distinctive 5 stripes. In the 1970s, the stability shoe with the lateral stabilizers was created, as Künzli Ortho® continuously developed through innovations in design, functionality and fit. In 2005, the Künzli sneaker line was created, cultish leather sneakers with the well-known 5 Künzli stripes in a captivating design – born of an idea for equipping the Swiss Olympic team 2004 - 2012. In 2012, Künzli lost its very own trademark due to an attack by the US company K-Swiss, which had itself emerged from Künzli. In 2020, the famous five stripes returned to the sneakers, and the line has been very successful.

The structure is retained

Künzli Ortho® shoes are an indispensable part of modern therapy, especially for Achilles tendons and ankle and ligament injuries. Künzli Protect shoes are used for various foot and gait problems, they prevent twisting of the ankle and provide safety in the event of an unstable gait. Both lines are recognized as medical advices.

The noble, cultish sneakers, coloured and made of the highest quality leathers with the typical 5 Künzli stripes, are enjoying increasing popularity, whether online, in the factory shop or in selected specialist shops.

At the headquarters in Windisch, a motivated team takes care of the development, of the purchasing of raw material, of marketing and sales. Its own production facility in Albania manufactures the special, sophisticated shoes.

Künzli looks ahead

Roberto Martullo will take over Künzli as owner on January 1, 2025, and he will initially manage it operationally in person. The transfer of know-how is guaranteed, Barbara Artmann accompanies until mid-2025 or as long as desired. This ensures that production and order processing will continue.

The employees at the headquarters have already received the offer to lift the dismissals by mutual agreement. The company's own factory in Albania with a well-coordinated team under the leadership of the experienced director continues production without interruption.

A dream come true

Owner Barbara Artmann would like to thank all partners, fans and interested parties. Her decision to retire from business after almost 21 years was made. Going public was also associated with a secret dream that a way might still be found to preserve the Swiss gem, for which she has stood up with heart and soul over the years. This has succeeded. Now Künzli will continue to take on the challenges of customers in the future and fulfil their wishes with special shoes.

Windisch, 23 October 2024

For more information:

Künzli SwissSchuh AG

Tel. 056 200 85 00

Ms. Barbara Artmann

Hauserstrasse 47

barbara.artmann@kuenzli-schuhe.ch

5210 Windisch

www.kuenzli-schuhe.ch

Under www.kuenzli-schuhe.ch you will find more information about Künzli. Images and fotos – also in electronic form – are available there or at the above address.

