

GANEKO UNIT

GLASSES · SUNGLASSES

"Ordinary But Not Boring
Unique But Not Heavy"





GANEKO UNIT

SUNGLASSES

GLASSES

DISPLAY

INITIAL



Z

GANEKO UNIT

Comapany Introduction

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.**

Research Makes a Good Design

**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.**



Sketch~3D Print

**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

GANEKO UNIT

ABOUT US

- 05. Establish YuJung corporation
- 06. Launch the brand of Ganeko Unit
- 08. Carry out the free service for customizing of laser initial engraving on the temple



- 03. Participated in the Korea Optical Fair

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



- 05. Sing Export contracts With the Australia, Malaysia, China, Hong Kong etc

- 05. Make an agreement with Hong Kong agent
- 06. Establish design research center
- 06. Launch the Lotte Fitin Pop-up Store in Dongdaemun
- 07. Exceeding 1,000 franchise stores
- 09. Be select as the innovative leader of Korea
- 09. Be awarded the "Trustworthy brand"
- 09. Be awarded the "Customer emotion management & Top brand"
- 10. Appearing on the YTN "Business lauchin of young generation runway"



- 04. Participate in the international (Daegu) Optical Fari (DIOPS)
- 08. Participate in Korea Style Week

- 04. Sign with Taiwan, Malaysia, China agency
- 05. Be certified as new intellectual
- 12. Be awarded the "3rd Korea Happiness Sharing Service Grand

2016

- 02. Participate in 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 2016 "Miss Korea "
- 05. The recognized sponsor of the movie
<Special investigation : The letter from prison>
- 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 in the China (Beijing) International Optics Fair, CIOF 2016
- 10. The recognized sponsor brand of Konkuk
University Graduation Fashion Show
- 10. Participate in <The Fashion & Beauty Festival> at Coex
- 12. Participate in <The Winter festival> at Coex

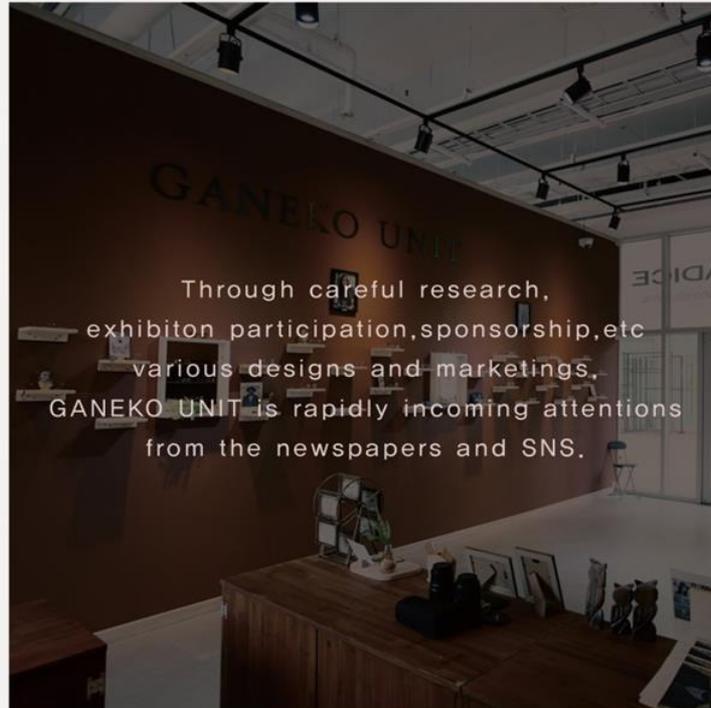
- 01. Set up GANEKO UNIT special agents
- 06. Seoul Welfare Foundation Low-Income
Group Glasses Support Project mutual cooperation
- 06. Paju premium outlet Ganeko Unit & Paradise collaboration Show Room Open
- 07. Sponsor of 2017 Korea challenge festival
- 11. Appear on the channel i <Jung han yong Lee sung mi of shall we talk>

2017

- 02. The recognized sponsor brand of the movie <Lucid dream>
- 02. Participate in the 17TH China Shanghai International Optical Fair (SIOF)
- 03. Participate in the 2017 Taiwan International Optical Fair
- 04. Participate in the Daegu International Optical Fair (DIOPS)
- 04. The recognized sponsor brand of the dramd <Chicago typewrite>
- 05. Cheongnyang-ri station outdoor advertising
- 05. The recognized sponsor brand of the drama <Man to man>
- 11. The recognized sponsor brand of the entertained show
<Strange bedfellows 2 - you' re my destiny>



2018 ACTIVITIES



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.**



Why choose GANEKO UNIT?



DESIGN

Various designs are produced through a rigorous process



RATIONALITY

Reasonable price



DIVERSITY

Continuous research to improve various products and services

2018 NEW COLLECTION

NO WELDING



NICKEL FREE

Patent and Design Application No.30-2017-0057211

GANEKO UNIT's new collection combines luxury and uniqueness

The welding part does not break due to outworn and has a long life

Nickel free,light and comfortable, without skin allergies



210,00

0

MATERIAL
STAINLESS STEEL + β - 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 + β - TITANIUM

SIZES
49 □ 20 - 148

MODEL NO
GK 234 - C3

COLORS
LIGHT BROWN



210,00

0

MATERIAL
STAINLESS STEEL + β - TITAN

SIZES
51 □ 20 - 148

MODEL NO
GK 2702 - C11

COLORS
OLIVER & GOLD



190,00

0

MATERIAL
ACETATE + β - 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



0

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

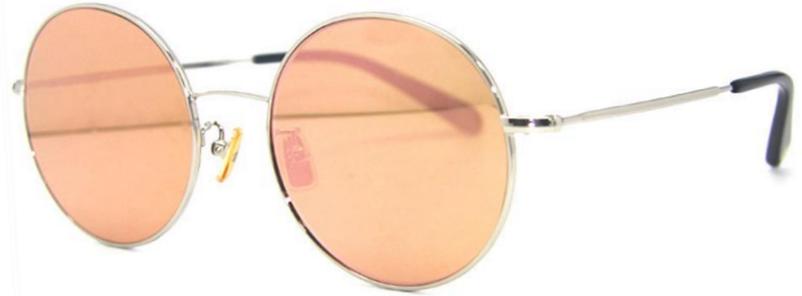
COLORS
BLACK & GOLD

Products

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





MATERIAL

STAINLESS STEEL

SIZES

51 □ 23 - 148

MODEL NO

GK 1027 - C3

COLORS

BLACK FRAME & GOLD TEMPLE



MATERIAL

STAINLESS STEEL

SIZES

51 □ 22 – 145

MODEL NO

GK 2023 – C2

COLORS

BURGUNDY FRAME & GOLD TEMPLE



MATERIAL

STAINLESS STEEL

SIZES

52 □ 21 – 150

MODEL NO

GK 2035 – C4

COLORS

BLACK FRAME & SILVER TEMPLE



MATERIAL

STAINLESS STEEL

SIZES

46 □ 21 - 145

MODEL NO

GK 904 - C2

COLORS

BLACK FRAME & BLACK TEMPLE



MATERIAL

STAINLESS STEEL

SIZES

50 □ 18 - 140

MODEL NO

GK 2805 - C1

COLORS

NAVY FRAME & NAVY TEMPLE



MATERIAL

STAINLESS STEEL

SIZES

50 □ 18 - 140

MODEL NO

GK 2804 - C2

COLORS

BURGUNDY FRAME & BURGUNDY TEMPLE

2018

DIOPS



Participated actively in Global Optical Exhibitions

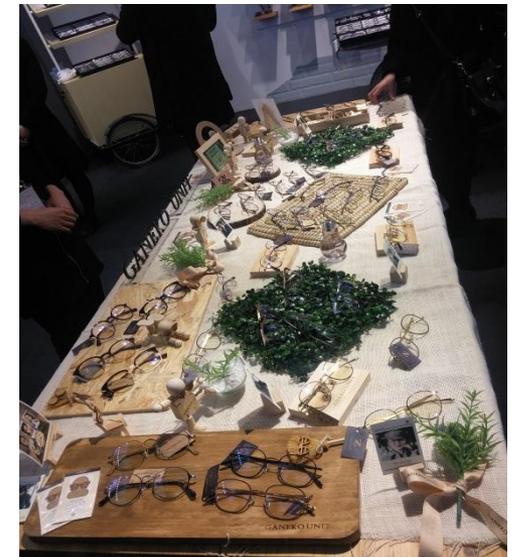
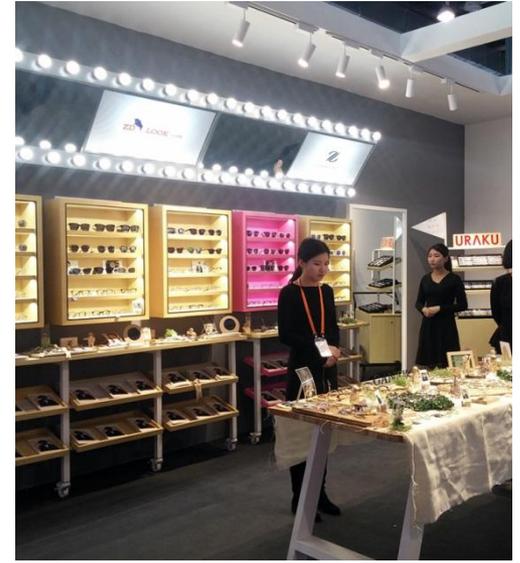
Marketing Strategy

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



Marketing Strategy

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.

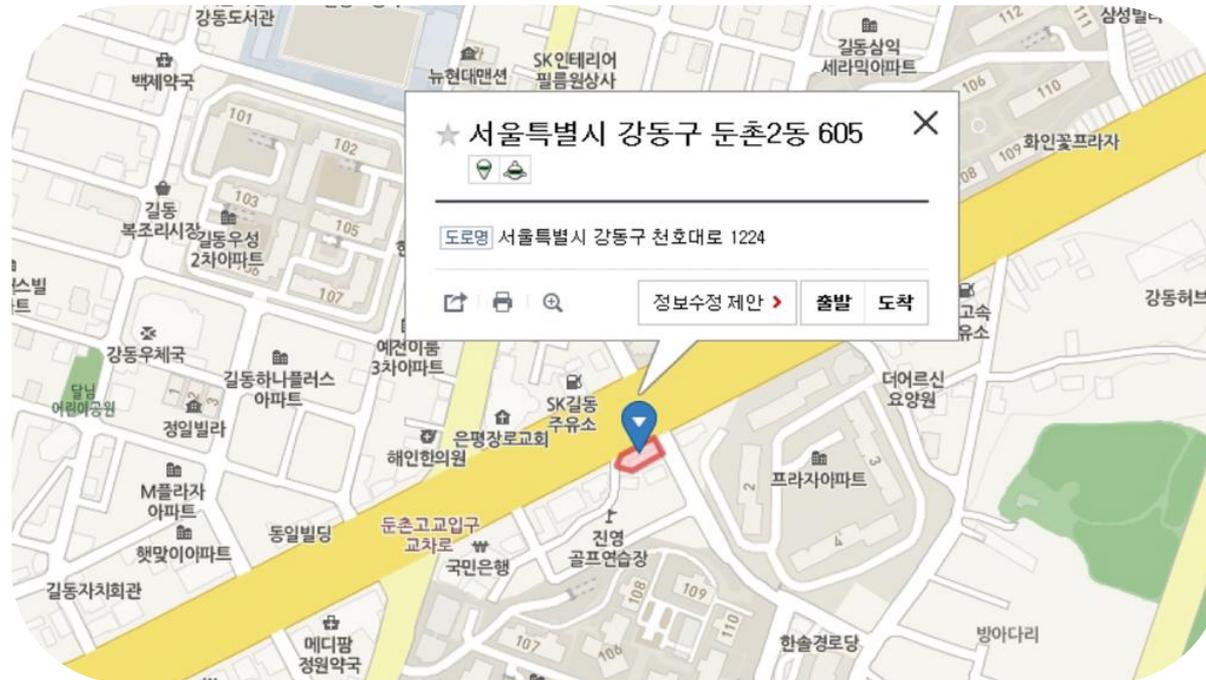
The customizing needs one or two days.
According to customers' requirement,
Korean words, Chinese words and Rome words
(☆ ♥ & ♠ ...)
are all ok.



GANEKO UNIT

Contact Us

Location & Contact



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GANEKO UNIT



THANK YOU