

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

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



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

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

- 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

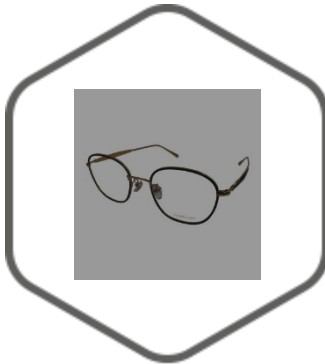
02. Participate in the Seoul Project Eyewear
02. The recognized sponsor brand of the movie <Pure Love >
03. Develop the APP Augmented Reality
04. Participate in the International (Daegu) Optical Fair<DIOPS>
05. The recognized sponsor brand of the 2016"Miss Korea"
06. Collaboration with Digital Hands(3D 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.**



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



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



2018

DIOPS



Participated actively in Global Optical Exhibitions

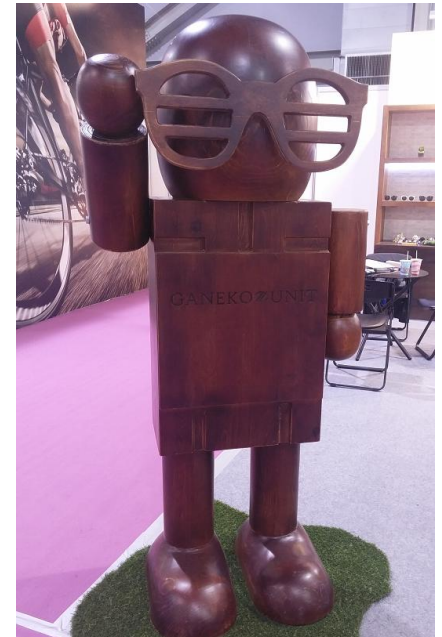
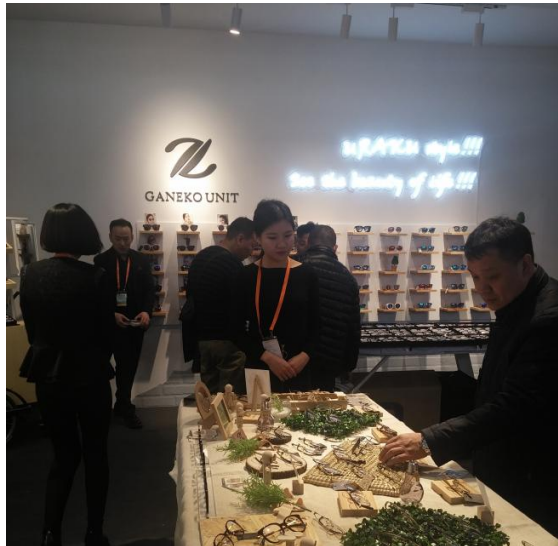
Marketing Strategy

Daegu International Optical Show, DIOPS



Marketing Strategy

Taiwan&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

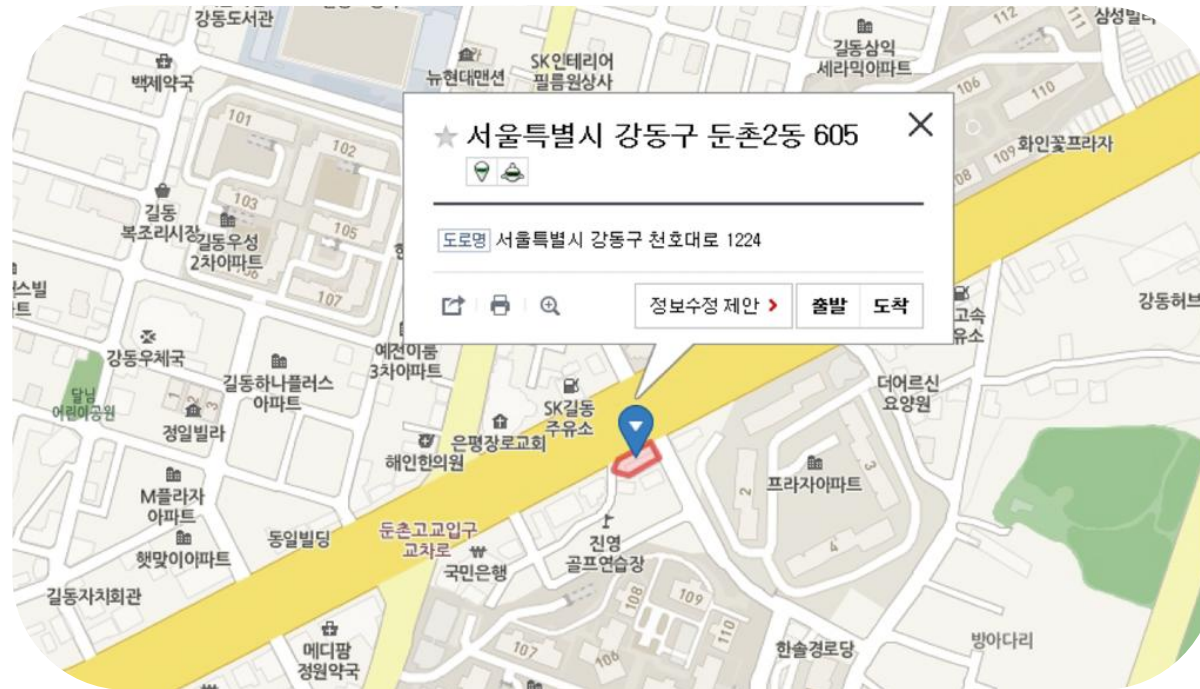
With the unique technology,
GNAKO UNIT is now pursuing a form of customization.

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



Contact Us

Location & Contact



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GANEKO UNIT



THANK YOU