



THE JOY OF ORGANISING.

NO1

MADE IN GERMANY



MAKE ROOM!

The founders of JuliFoli have reinvented the old and *familiar document sleeve*.

NEAT & TIDY.

For the home and office: attractive organisation aids care of JuliFoli that keep you neat and tidy.



THINGS WE LOVE.



FAVOURITE BOOK

Artist and author **Austin Kleon** has inspired us like no other: His current book **Show your work** motivated us to show our ideas and exchange thoughts with customers and partners early on to become better. Want to hear more about us?

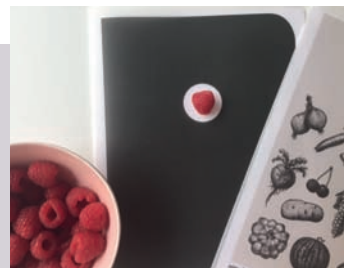
www.facebook.com/julifoli.germany



DESIGN CLASSIC

The original "Ameise" (Ant) by Arne Jacobsen.

PS: More creepy crawlies can be found on Page 19.



FAVOURITE BERRIES

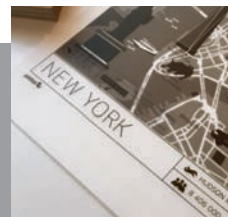
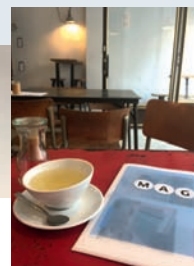
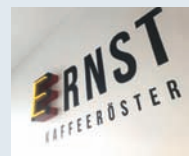
No point in approaching us before breakfast – and in summer we prefer having it outdoors with loads of fresh berries.



FAVOURITE PLACES

Need somewhere for a break or meeting? Preferably at the cafe next door. Our tips for where to go:

- **Hanover** → www.24grad.net
- **Cologne** → www.ernst-kaffee.de



WATCH THE BIRDIE!

Our bird logo came about because the business idea for JuliFoli arose while flying above the clouds.

Recently we were asked by a customer if we knew which well-known German figure was legendary for his document sleeves. Ok, we didn't know the answer but we are now proud to announce it was the former SPD party whip **Hans-Jochen Vogel**, whose surname means bird in German. In actual fact he called our document sleeves works of art. So now the bird on the logo is also a nod to him.



JOY.

Dear Readers.

We are delighted you have the first issue of our JuliFoli Journal in your hands. For us it's a matter of the heart to make people's everyday lives that bit nicer. Spreading the joy of organising is our brand philosophy. It's what drives us forward. Our No. 1 priority is to create products that enrich people's everyday lives with **joy and meaning** and that reinforce people's individuality.

A trio of factors makes our products so unique: **inspiring designs, individual added benefits** and **innovative material**. Nicer, better, simpler – these are the demands we make of each and every one of our products.

The joy of organising is like a detox cure. A process that has a cathartic effect, doing us good and creating clarity. We work on this daily to enthuse you every single day.

Happy Reading!



Gabriela Grassmann

Gabriela Grassmann

Ina Braun

Ina Braun



FACEBOOK
julifoli.germany



YOUTUBE
julifoli



INSTAGRAM
julifoli

www.julifoli.de

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JULIFOLI. DOCUMENT SLEEVES.

With an Eye for Detail.



JuliFoli solved a problem: document sleeves are pretty hard to see and tell apart. **Feel, Design & Function** make the difference here.

With JuliFoli document sleeves you keep your eye on the detail.

We love our special material. It is **high-quality and transparent** with a wonderful papery feel. Soft, matt and beautiful. Its core is made of film (polypropylene = pp) making our material tear-resistant and durable in any situation.

The special material stands out with its high-quality, paper-like touch:



TEAR-RESISTANT



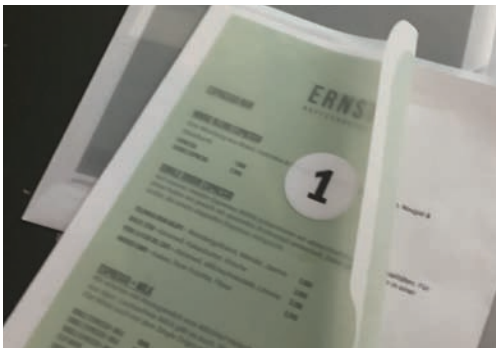
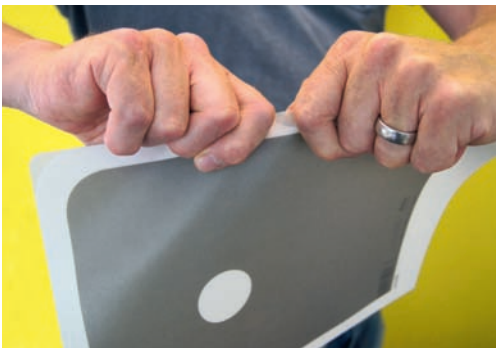
TRANSPARENT



WATER-REPELLENT



WRITABLE



MONO.

Systematic Organisation.

MONO TREND AND MONO BUSINESS

With a current line-up of 25 monochrome colours these series are **unique worldwide**.

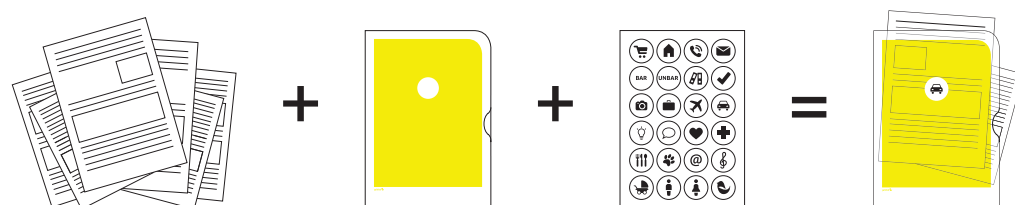
What is special here: together with the peel-off DIY stickers and labels you create a smart organisational system for yourself.

TIPS

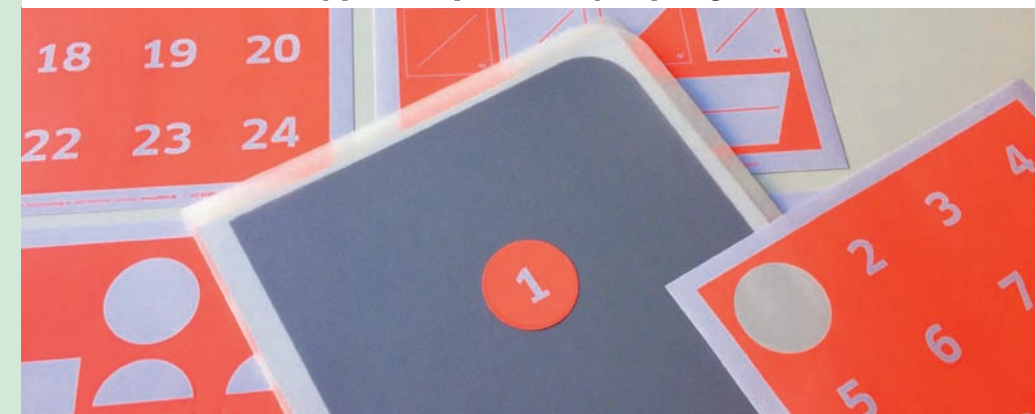
- ❶ **Sort** according to colour
 - ❷ **Mark** with DIY stickers
 - ❸ **Prioritise** to-do tasks (1, 2, 3 ...)
 - ❹ **Personalise** processes (A, B, C ...)
- ... or sleeves in your own corporate design.
Just ask us!



Personalising your stuff with JuliFoli DIY stickers is as easy as this:



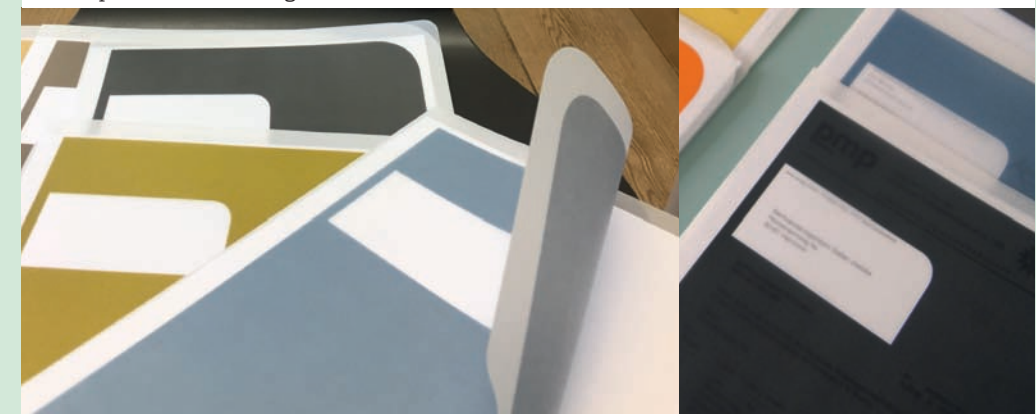
Colours and DIY stickers help you find key documents quickly at a glance.



Prioritise tasks – for instance with peel-off DIY labels care of JuliFoli.



Make your own creative gifts.

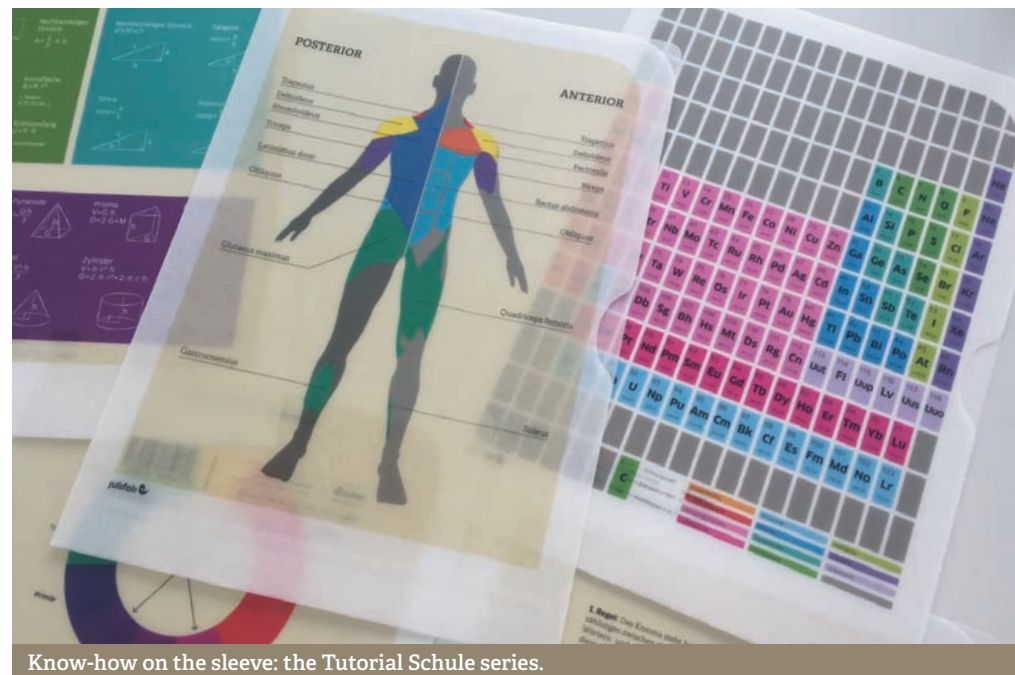


Teamwork like this is fun.

TUTORIALS.

Clever and emotional designs for your mobile lifestyle.

As “little helpers” for grammar rules, the Periodic Table, maths crib sheets and the like JuliFoli document sleeves offer added **tutorial value**. Which means JuliFoli motivates you to learn, communicate in foreign languages and organise your life visually and with joy and enthusiasm far into old age. Animal lovers and gardening fans will also find their favourite sleeves in our range.



Know-how on the sleeve: the Tutorial Schule series.



Diplodocus, what?



Grammar rules: for young and old

UNTERWEGS.

Mobile filing. Organising for out and about.

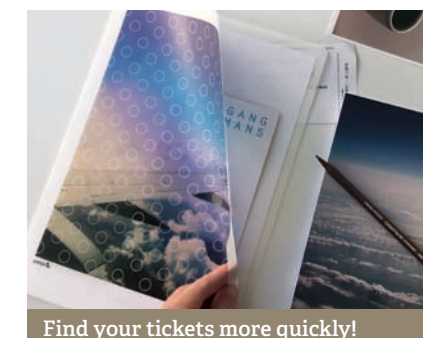
Mobile filing – how does that work? Pretty easily: on trips and out and about you have all essentials readily to hand and visible at a glance in the durable document sleeves in the **Unterwegs series** for out and about. These days people organise themselves digitally but really relevant stuff still gets printed out to take with you.



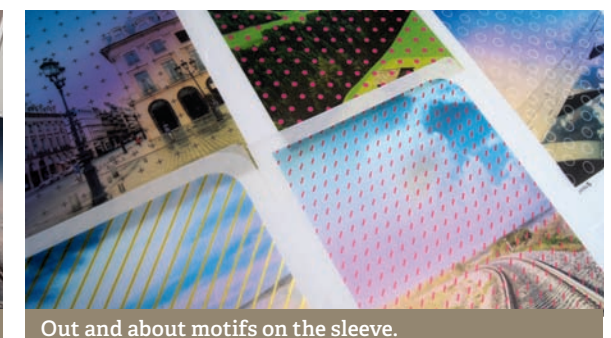
Sleeves with city maps: ideal for city breaks.



Sleeve & travel guide: the perfect combo.



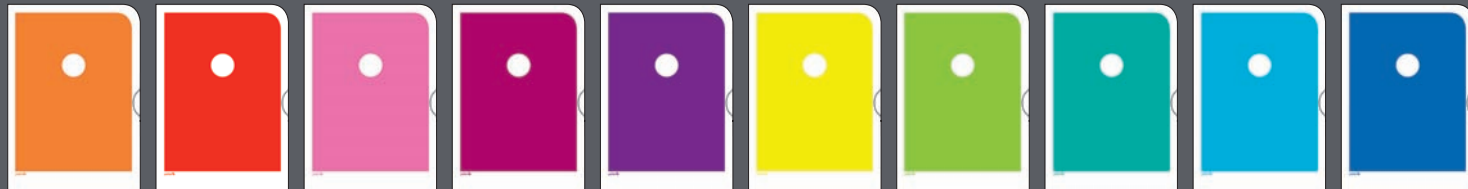
Find your tickets more quickly!



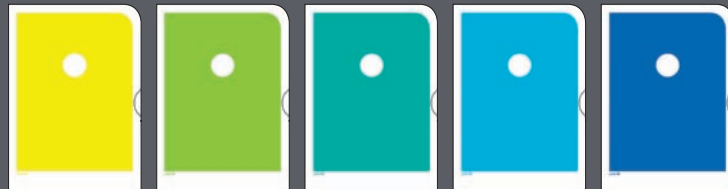
Out and about motifs on the sleeve.

V A R I E T Y !

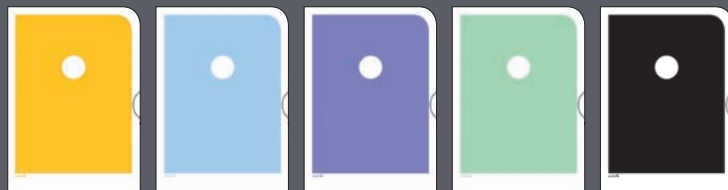
MONO TREND 1



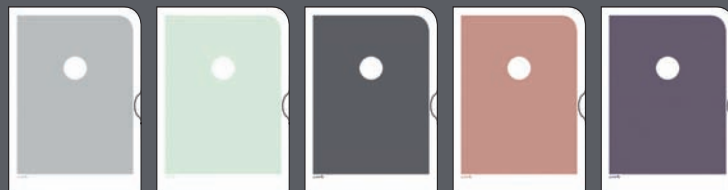
MONO TREND 2



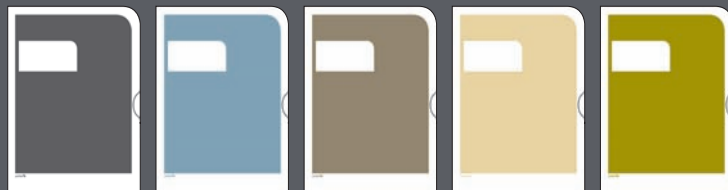
MONO TREND 3



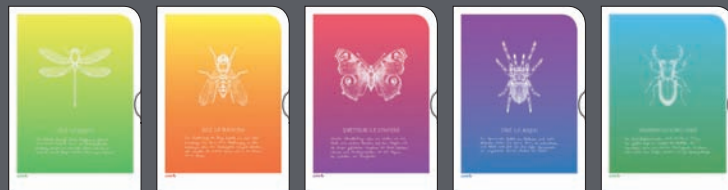
MONO TREND 4



MONO BUSINESS



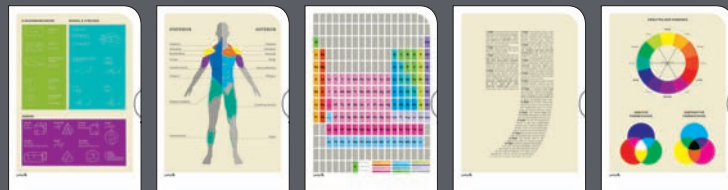
TUTORIAL INSEKTEN



TUTORIAL SCHULE 1



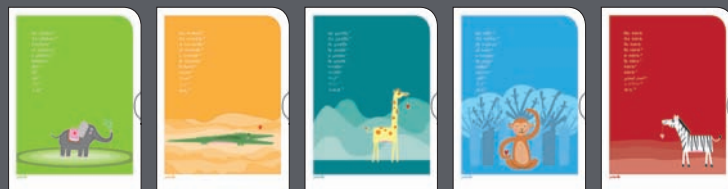
TUTORIAL SCHULE 2



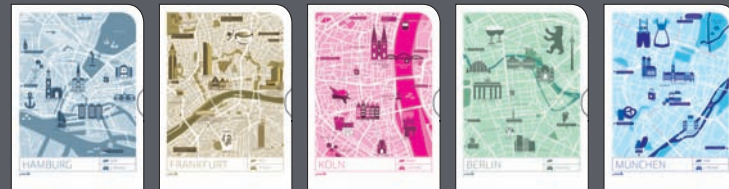
TUTORIAL ALLTAGSHELPER



TUTORIAL INTERNATIONALER ZOO



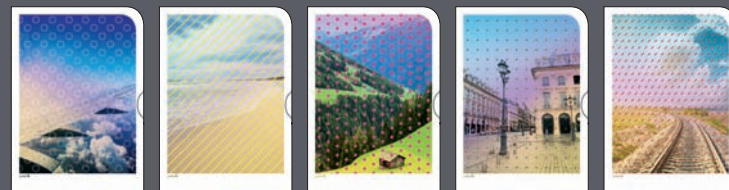
UNTERWEGS ILLUSTRATION 1



UNTERWEGS ILLUSTRATION 2



UNTERWEGS FOTOGRAFIE



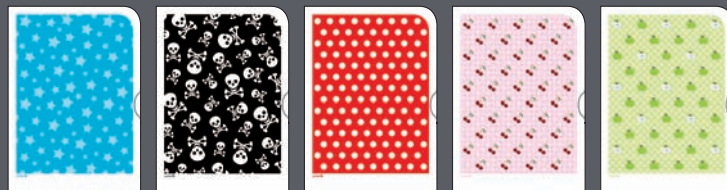
SONDEREDITIONEN



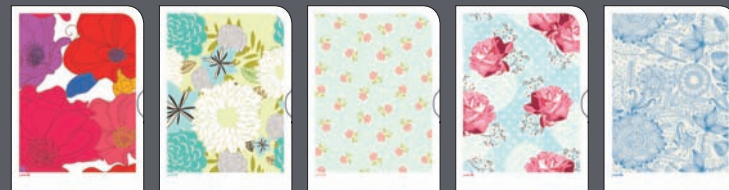
SCHÖNE DESIGNS



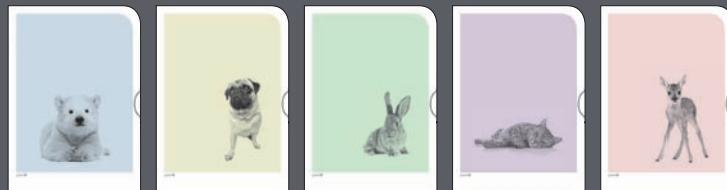
SCHÖNE MUSTER



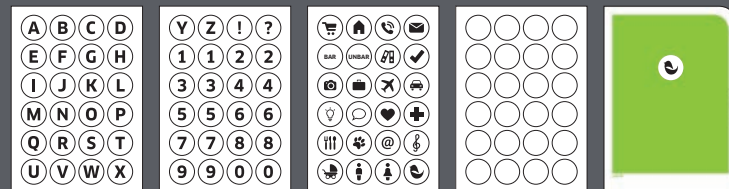
SCHÖNE GARTENFREUDEN



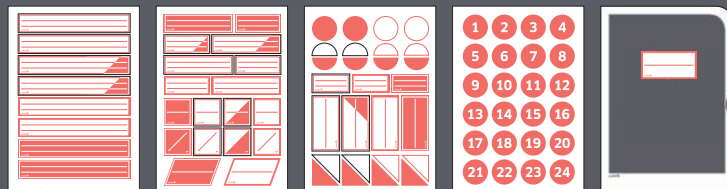
SCHÖNE TIERMOTIVE



MONO DIY-AUFKLEBER



NEON DIY-ETIKETTEN





Photos: www.schloss-elmau.de

WELCOME.

The 5-star hotel Schloss Elmau welcomes its guests with custom-designed sleeves by JuliFoli.

JuliFoli offers corporate clients, quirky hotels and unusual locations, luxury brands or even law firms bespoke sleeves with individual corporate design. One of JuliFoli's first clients was the 5-star hotel Luxury Spa Retreat & Cultural Hideaway Schloss Elmau which has now already placed its second order with JuliFoli. The collaboration with Schloss Elmau is one of JuliFoli's highlights in the young company's history. This wellness hotel "in the most beautiful part of the Bavarian Alps" is an unusual and inspiring place hosting concerts and readings by great musicians and authors.

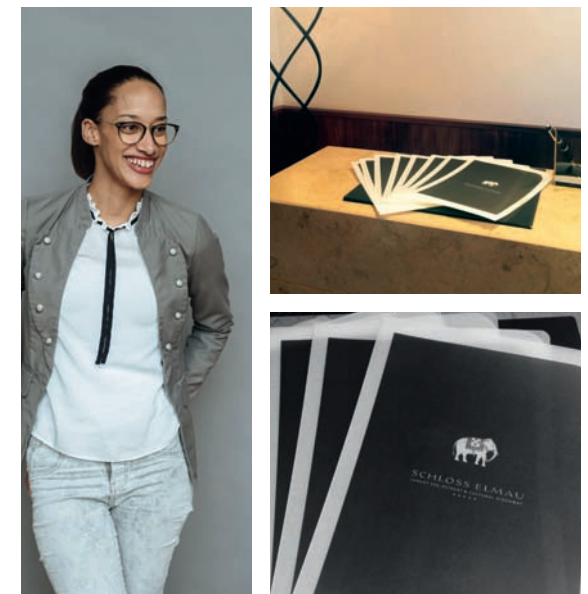
"At the hotel we attach great importance to fine detail," explains Naomi Jödicke, Head of Visual Communications at Schloss Elmau. **"At some stage I noticed at reception that our guests were being welcomed or sent off with reams of paper and all this ended up in an unattractive standard sleeve. That did not really meet our hotel's high expectations.**

We then set about looking for a suitable solution and found this at JuliFoli."

Together with JuliFoli a sleeve to match the hotel's CI was designed – anthracite in colour, with the Schloss Elmau logo and the brand logo, the elephant, on the front.

The sleeve then quickly developed into a coveted souvenir among our guests. **"Initially the sleeves were only to be used at reception. But because of the many requests we now put them out in the rooms and guests like to use them and take them away with them,"** explained Jödicke.

However, whether Barack Obama and Angela Merkel took some of these classy, tear-resistant sleeves away with them as useful souvenirs during their stay for the G7 summit has to remain a well-guarded secret.



Naomi Jödicke, Head of Visual Communications, Schloss Elmau

LOVELY ORGANISATION AIDS.

Customised sleeves.

“The collaboration with Schloss Elmau was a great opportunity.
But we do not wish to rest on our laurels here but reinvent ourselves daily.”

JuliFoli offers companies, museums or venues the production of individual sleeves in their corporate design. Offset print runs: from 1,000 pieces. As from now small runs **from 25 pieces per motif** can be produced using digital printing.

NEW

Here we want to also appeal to agencies, law firms, galleries and private individuals in future. There is a demand for this kind of thing for meetings with customers, conferences, art portfolios or weddings.
Contact: hello@julifoli.de



Say goodbye to boring!

The JuliFoli team injects colour and creative know-how into the everyday lives of companies, hotels and “mobile workers”.

What makes JuliFoli office aids so special?

Presented on our transparent, tear-resistant pp/paper composite are clever designs as **motivating everyday and office aids**. This new added benefit helps users to, for instance, organise material, learn something or assist while on trips – and makes the sleeves so special.

Because it's always nicer to have what you are looking for at your fingertips!

1

How exactly do you sort your stuff using JuliFoli sleeves?

A large part of our perception is colour-based. We offer document sleeves in 25 colours and with 65 special motifs. This motivates people to **organise themselves according to colours and interests**. The sleeves draw attention to essentials and help people to stay on top of things in everyday life.

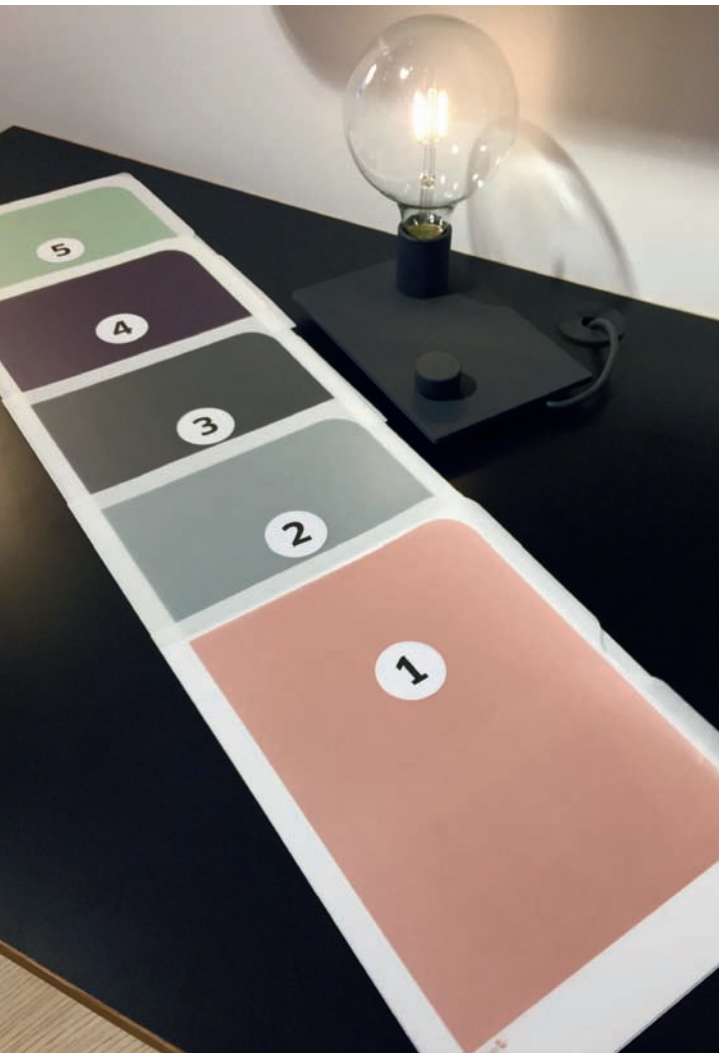
For meetings or conferences we offer **sleeves in your corporate design**. We are also happy to advise and design for you upon request.

2

Are there any added benefits for companies?

Yes, definitely! In addition to organisation and image uses our sleeves are also of interest for **marketing, human resources, corporate communication or press departments**. A sleeve printed, for instance, with company values and principles is a suitable cover for holding employment contracts. Or intercultural tips can feature on the sleeves. This means knowledge is shared and the sleeve becomes a “business manual” for worldwide corporate communication.

3



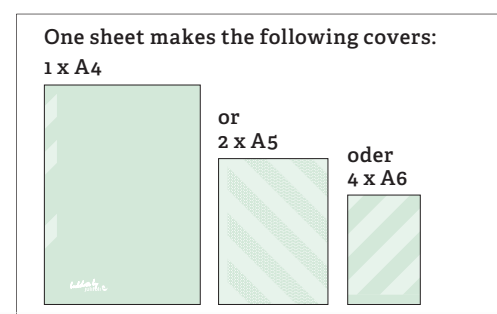
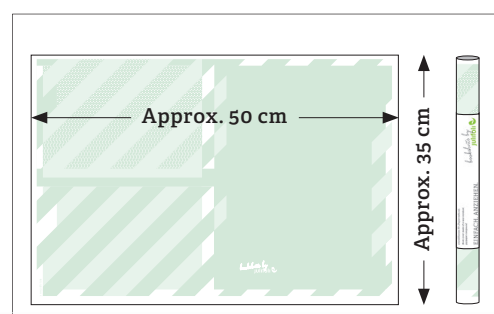


FOLD. READY. DONE.

4 folds and there you have your bookshirt!

Sleeves are just the start. With the new bookshirts JuliFoli puts a new slant on the **exercise book and book cover theme**. Thanks to our clever folding technique school and exercise books, pocket books, cookery books, notebooks and much more can be simply, quickly and stylishly “dressed up”. One sheet fits all formats (up to A4+) and works **without any gluing!**

The bookshirts are also made of a tear-resistant pp/paper composite and feel wonderful to the touch. The bookshirts come in eight colours, to match the **MONO TREND** sleeves. The designs simplify the folding in different size formats and can be creatively used – for instance as reusable gift wrapping, as colourful placemats and DIY crafts.



bookshirts by
julifoli

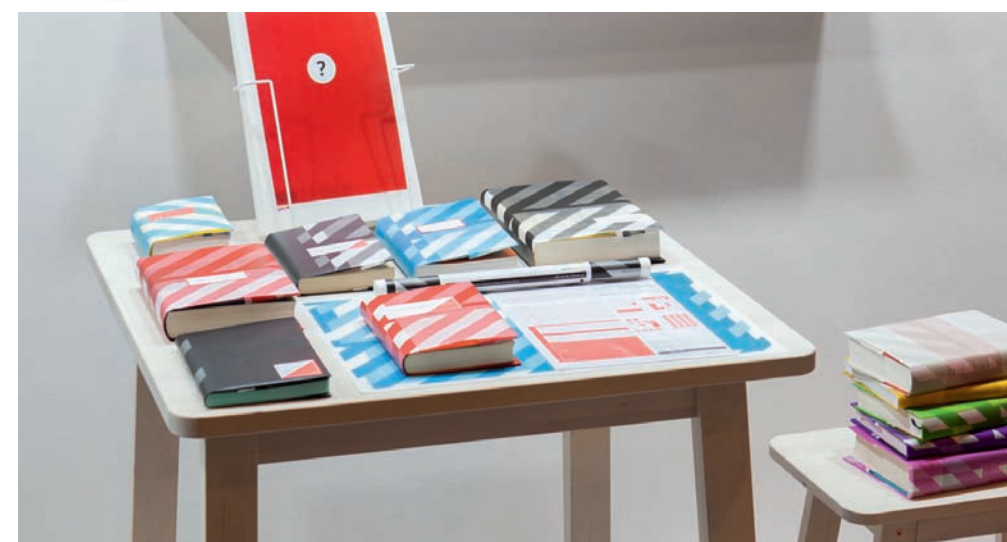
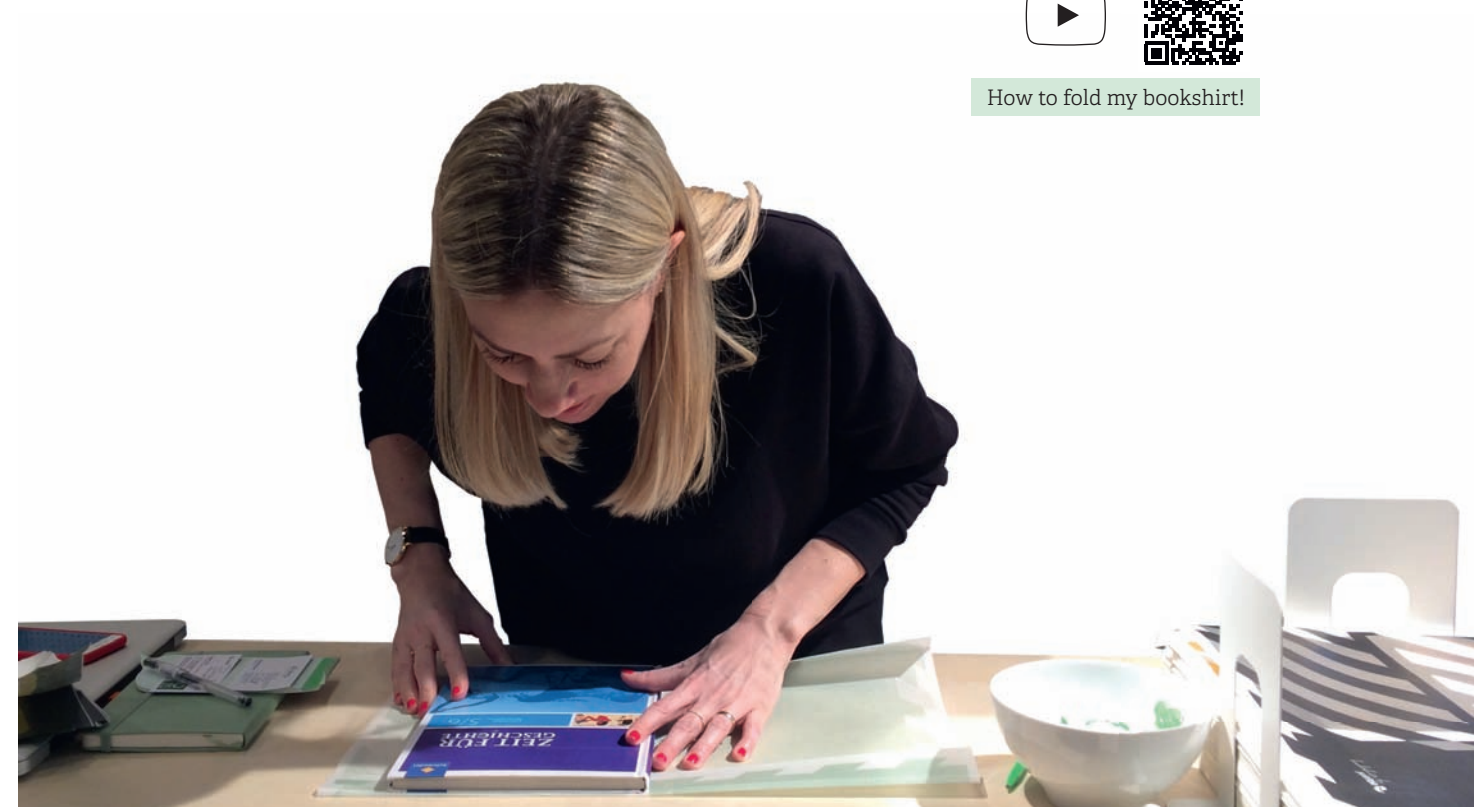


Foto: Paperworld/Messe Frankfurt Exhibition GmbH



How to fold my bookshirt!





NEWS.

SLOT INTO PLACE

We always missed having a folder for carrying all the document sleeves we like to have with us. Something lighter than a bag that fits your iPad & Co. and that looks nicer than those vile document wallets. Voilà: the colourful folder **Bunte Mappe** is filled with eight single-colour document sleeves and DIY stickers for your very own personal organisation. The folder is slotted together by hand entirely without tools and is closed by just two Velcro coin fasteners. At the same time, it is extremely stable and looks great! What is special about this is that it is manufactured from printing proof sheets from our sleeve production and is always a limited edition. This gives rise to surprising designs that cannot be influenced. The folder also comes unfilled and is then called **Solo Mappe** (while stocks last/custom designs on request.)



TREND COLOURS 2017/18

With the **Mono Trend 4** series JuliFoli is launching five office trend colours onto the market: pale grey, pastel green, anthracite, salmon, greyish mauve. Neutral, monochrome colours that are animated by fresh pastel tones. The series is inspired by the trend worlds developed by **stilbüro bora.herke.palmisano** for Paperworldtrends 2017/18.

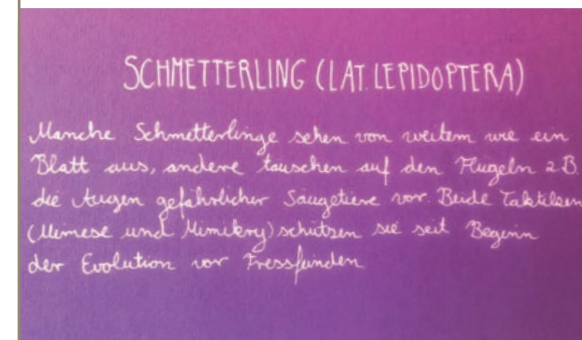


50 % LESS PACKAGING WASTE

We try to improve as each day goes by – as proven by our new packaging. We have cut over 50% of the outer packaging film: The switch to glass-clear, scratch-resistant OPP film packaging (40 micron) also improves colour brilliance. With a vertical, front-folded back board our sleeves will in future also come in a clean and stable cover and the packaging will be more rigid for shop display.



NICER GIFTS



Gift idea: folders with matching sleeves.

BUTTERFLIES IN YOUR TUMMY?

This sums up the new **Tutorial Insekten** series. It consists of 5 insect designs: dragonfly, fly, butterfly, spider and stag beetle. Every illustration is accompanied by a handwritten, German-language text on the front of the sleeve. This briefly sums up the relevant characteristics of each insect. What is extraordinary here is that each insect was individually illustrated at JuliFoli. The insects are speckled by hand and then digitalised and processed. The strong colour graduations in the background provide a good mood theme. These little creepy crawlies make a wonderful gift especially in the garden and summer season. On the back the explanatory text appearing on the front in German also appears in English, French and Spanish translation. All of this makes organising such fun! Already got butterflies in your tummy? www.julifoli.de

AWARD-WINNING.



DESIGN PLUS
Winner 2016



GERMAN DESIGN AWARD

A good news post: our new **bookshirts by JuliFoli** to cover exercise books and books have just been nominated for the 2018 German Design Award. We are delighted to have been nominated in the Excellent Product Design category. JuliFoli's aim is to set a new standard with its bookshirts in the school and DIY segment.

Special features:

- ❶ Fixed covering entirely without the need for gluing
- ❷ One sheet fits all school book sizes
- ❸ Tear-resistant with a special feel
- ❹ Available in eight colours

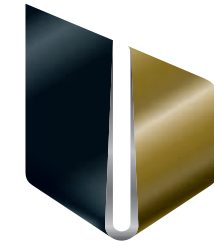
bookshirts by
julifoli

VISION

Our vision is to enthuse people time and again and accompany them **through the generations** – in their individual organisation, development and joy of learning. For this we wish to **set new standards**.

The Summer Olympics will be held in Tokyo from 24/07–09/08/2020. One milestone on our path is the launch of **an innovative environmental material** by 2020. Our vision for 2020 is for the Olympics certificates to be presented in 100% sustainably produced JuliFoli sleeves. We wish to rise to this challenge and enter into a close partnership to produce an environmentally-friendly material with the same properties as our current material. The current proportion of polypropylene (pp) is, for instance, to be replaced by new bioplastics or renewable raw materials. This is currently not viable either financially or quantitatively. But we plan to stick at it!

We are seeking the best partners on our way there and look forward to every support!



german
brand
award
17
winner

CELEBRATING IN STYLE

Newcomer JuliFoli wins *German Brand Award 2017*.

29/06/2017 saw the *German Brand Award* being presented for the second time around at the DRIVE Volkswagen Group Forum in Berlin. The prize is recognition of successful market launches in Germany and a means of discovering, presenting and awarding prizes to brands and brand makers.

Delighted: the two founders of the innovative firm JuliFoli have reinvented paper stationary and organisation aids thanks to unique designs, premium haptics and smart added value. In the competition category *Industry Excellence in Branding* in the *Office & Stationery* segment the young company prevailed and was awarded the coveted prize.

The creative minds behind this product design are Ina Braun from Hanover and Cologne brand specialist Gabriela Grassmann.

The prize winners celebrated in style with over 500 invited guests from business, political and media spheres at the subsequent gala at Schlüterhof in the Deutsches Historisches Museum in Berlin.



Photo: Lutz Sternstein

WORTH KNOWING.

Rat für Formgebung – the Initiator

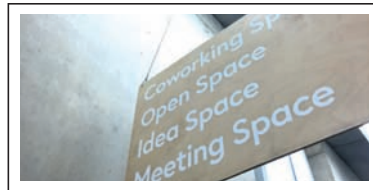
Rat für Formgebung is an independent and internationally acting institution that helps companies communicate design expertise efficiently and at the same time aims to strengthen broad public understanding of design. Set up in 1953 at the initiative of the parliament of the German Federal Republic, by the Federation of German Industries and other leading companies as a foundation, Rat für Formgebung is committed with its competitions, exhibitions, conferences, seminars and publications to the promotion of brands and design. The circle of benefactors of the Rat für Formgebung currently includes over 280 German and foreign companies.

German Brand Institute – the Awarding Body

The aim of the German Brand Institute is to reinforce the importance of the brand as a key success factor in the national and international competition landscape. The *German Brand Award* from the foundation is a unique award for an outstanding brand launch.

PORTRAIT.

JuliFoli: Who we are!



INA BRAUN

Hello // I'm a product designer and owner of the design agency Braun mit Braun. This requires creative organisation talent – together with the whole family. My special tick – always being ready three days ahead of the deadline. Ok, ready and all strung out ;-).

Departing from an overarching idea I cut free when it comes to the details and follow the best design solution instead of trends and hunches. Happy to work with analogue means – as I'm more concentrated.

Good design for me is cutting things back to essentials.

My motto in life is: **life is too good to live with bad design.**



GABRIELA GRASSMANN

Hello // I'm an interior designer and brand specialist. With enthusiasm and acute lack of time I love creative thinking and storytelling around the staging of brands. Always with paper, sketchbook, iPad & Co. in search of the overarching idea and that elusive unifying thread. Architecture and design freak, art addict, #JuliFoli, book lover, Facebook junkie, I prefer to network via XING and am a LinkedIn and Instagram newcomer.

My motto in life is somewhere between **travelling around the world, inspired by everything especially art and enjoying real friends, good tea & the small things in life.**

MADE IN GERMANY

MADE IN GERMANY.

JuliFoli products are 100 % Made in Germany. This not only stands for high quality but also for sustainable production processes and working conditions. Our material is produced in Germany along with our design, printing and further processing processes. We work with certified partners and are delighted by the achievements of the home location that stands for regular wages and a careful approach to resources.

Our material is an innovative pp/paper composite: two layers of FSC-certified paper make for a wonderful papery feel. The core between is made of polypropylene (pp) making our sleeves and bookshirts so tear-resistant, robust and transparent. The material contains no softeners.



IMPRINT.

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x Gabriela Grassmann

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Paperworld/Messe Frankfurt Exhibition GmbH
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Greta Andreas, www.goldengap.de
Daniela Rosenhammer, www.redfries.de
Nathalie Knipp, www.kompaco.de
Manuela Tiller, www.textwerk-koeln.de

Goldkant, www.goldkant.de (*Page 4/5, 15*)
A special thank you goes to Elmar Schreurs for staging our document sleeves in his wonderful new shop in Cologne.

♥ Thanks Stefan! ♥ Thanks Frank!

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