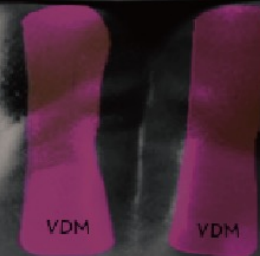


Passionate About Every Little Thing

VERTICAL DESIGN & MARKETING

Kinesiology Sports Tape



History

Kinesiology Tape was originally invented by a Japanese chiropractor, who wanted to create an effective alternative to traditional athletic tapes that limited the body's full range of motion. The tape is applied strategically, to key pain points on the body, and when used in this way it offers a huge range of benefits, as it can be used to treat or improve a variety of painful conditions.

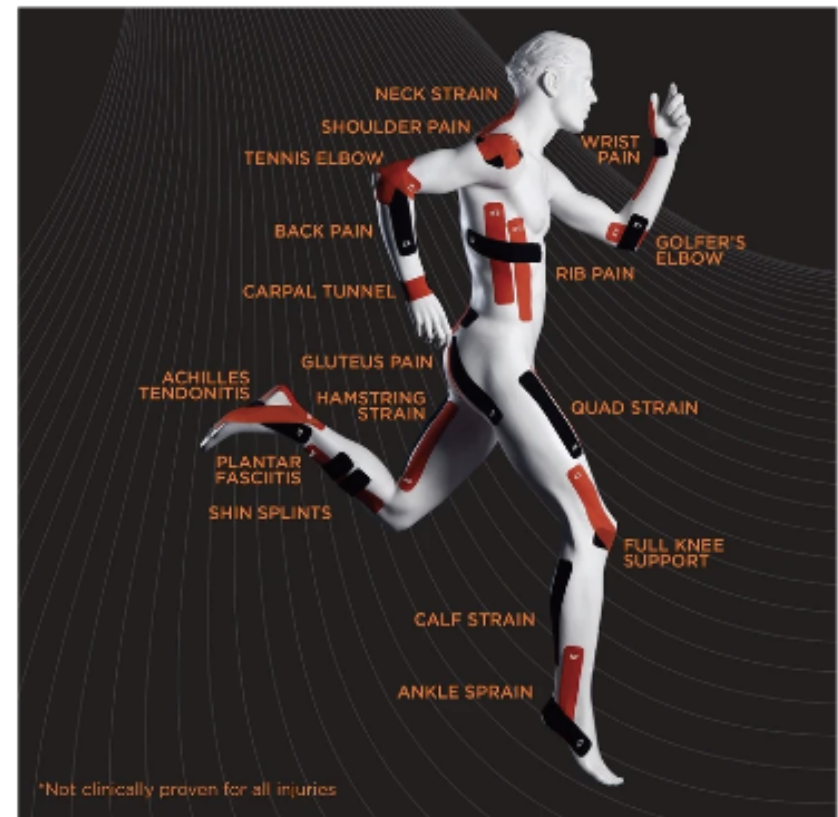
With the ability to reduce swelling, ease pains and sprains, and aid stiff muscles, it's widely used by top athletes to improve their performance. It is currently used by medical and chiropractic experts all over the world.



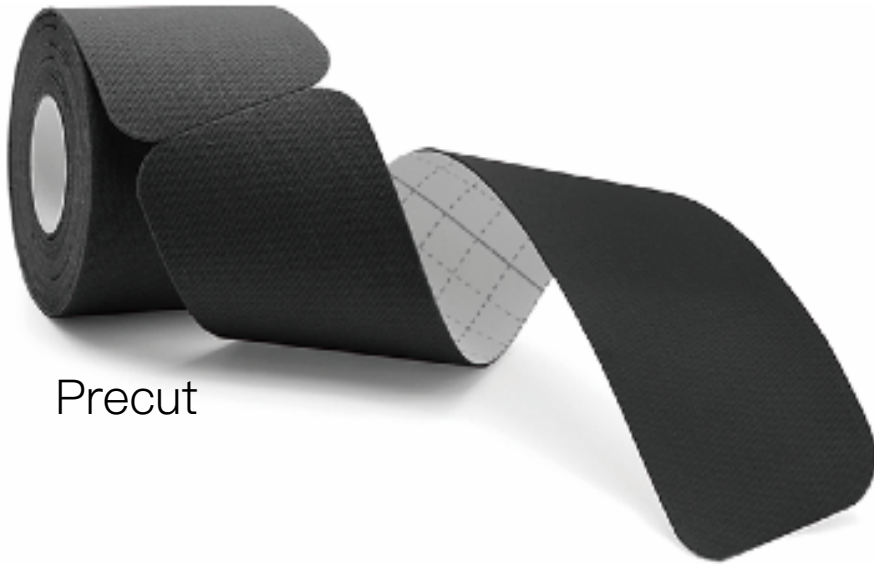
How does it work

The whole point of Kinesiology tape is to provide essential muscle, tissue, and the tendon support that is non-restrictive and reduces pain. The taping application used to apply Kinesiology sports tape is an almost as important as the tape itself and is the key part of the therapeutic method.

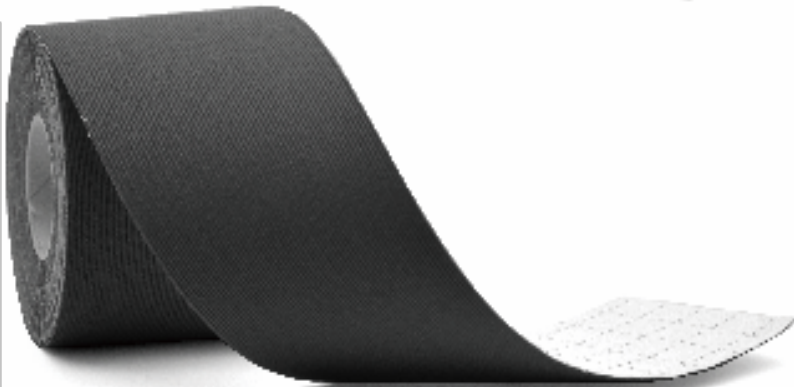
When the tape is stretched taut and applied to specific area, it rebounds, making tiny folds in the epidermis which separate it from the underlying deeper muscle tissue.



Product Proposal



Precut



In Roll

Four ranges

Basic Series

- Cotton in Roll
- Cotton Precut

PRO Series

- Synthetic in Roll
- Synthetic Precut

Basic Series



Material: Cotton
Type: in Roll
Size: 5cm x 5m

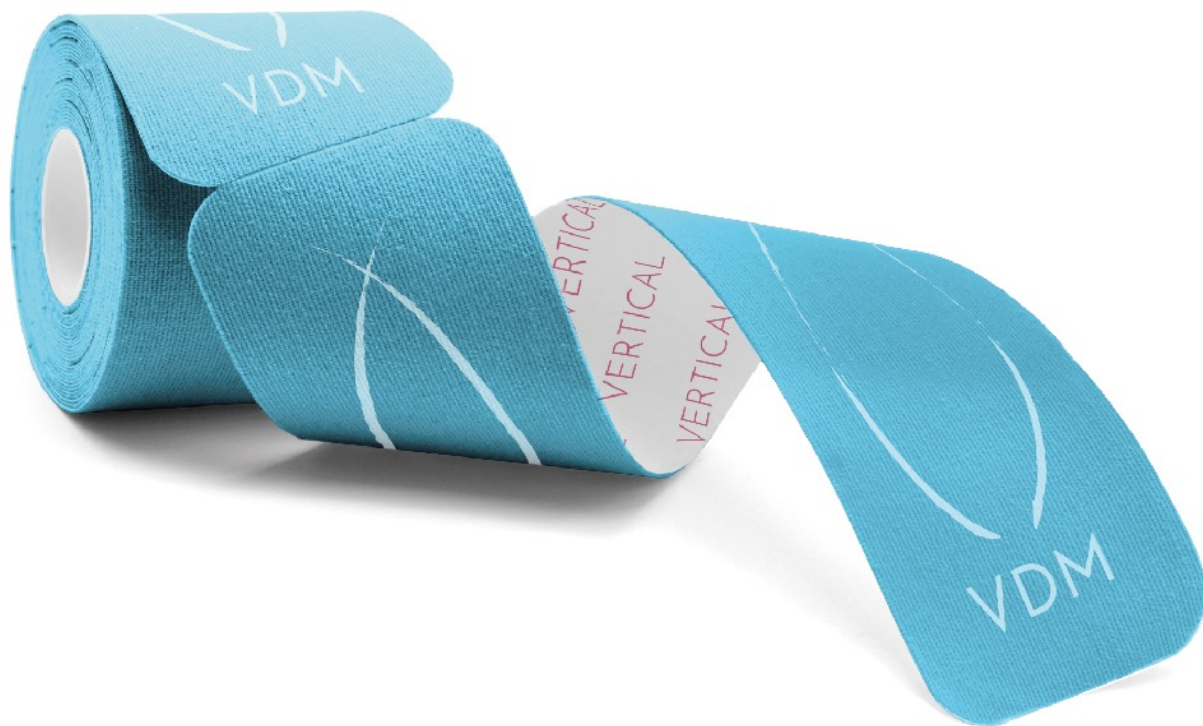
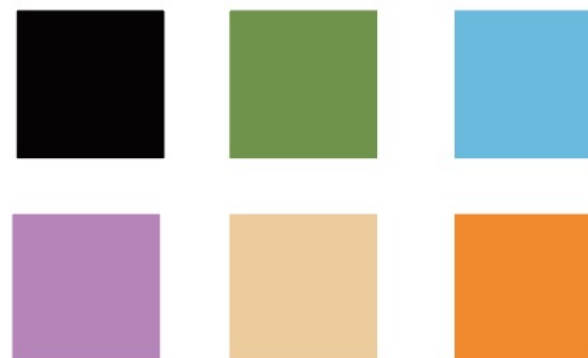
Suggested Color:



Basic Series

Material : Cotton
Type : Percut
Size : 5cm x 5m
20 sheets/roll
each sheet 5x25cm

Suggested Color:



PRO Series



Material: Synthetic
Type: in Roll
Size: 5cm x 5m

Suggested Color:



PRO Series



Material : Synthetic
Type : Percut
Size : 5cm x 5m
20 sheets/roll
each sheet 5x25cm

Suggested Color:



Designs Proposal

Various Colors available:



MORE... ..

Packaging Proposal



Packaging Proposal



Display Proposal:

Display size: (LxWxH)
30cm x 65cm x 160cm

Total SKU: 30 SKU

Basic Series, 16 Total SKU:

6 Inroll SKU

6 Precut SKU

Pro Series, 20 SKU:

6 Inroll SKU

6 Precut SKU

6 Design SKU

160cm



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DESIGN



MARKETING

Thank you