



Juuway – the Company

Year of founding: 2012 Asia (Taipei/Taiwan) // 2013 Europe (Berlin/Germany)

Production: Taiwan (MIT: Made in Taiwan)

Product: customized T-shirts and Sweatshirts (more products to come)

Team: German/Taiwanese/Czech

Juuway means: Go your own way. (Juu way = Your way).

Juuway is an international joint venture company from Europe's creative capital Berlin/Germany and Asia's High-tech Hub Taipei/Taiwan. Juuway is the interactive platform where anyone can design and promote personalized products themselves. Juuway offers – based on creative participation - individual DIY products for people who are searching for the highest identification with their goods and daily surroundings.

Where customers look for the self-designing of fashion products, Juuway offers more than 1 million combinations. Where modern consuming behaviour is changing towards self determination and social co-creation, Juuway is just one click away.

We produce what our customers ask for: they DIY design products, we deliver. We provide an online tool for the self-design of T-shirts and Sweatshirts and combine it with social media for the creative self-expression.

We are the innovator, incubator of ideas, social networker, and a mouthpiece for everybody who is excited about the development and the expression of their personal style on an international basis. We offer creative Mass-customization based on build-to-order processes.



**German Concept
User Design
Made for You**

Based on a DIY concept from Germany, all Juuway products are designed by customers. They are 100% handmade and produced piece by piece according to the customer's ideas and order. Place of production is Taipei/Taiwan.

www.juuway.com
www.facebook.com/Juuway
www.pinterest.com/juuway
www.flickr.com/photos/juuway
www.youtube.com/user/JuuwayTaiwan

Mass-customization

The creation of modular components which can be configured into a wide variety of products by maximizing individualized customization to meet individual customers needs.

Build-to-order processes

Once a confirmed order for products or services is received, they are built. The biggest advantage is the ability to provide the customer with the exact product Specification required.

Social co-creation

Emphasizes on mutual company-customer value and differs from the traditional concept where the company is active but the consumer is passive. It views markets as interactive forums combining companies and customer's resources and capabilities to create mutual benefit.

DIY

Do It Yourself.