



# Company Presentation

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Think Tank for Textile Solutions



[www.bodyvision.tech](http://www.bodyvision.tech)

# Agenda



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# 1.Introduction

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**BODYVISION Technology GmbH is based in the German city of Mönchengladbach. Over the course of many years of comprehensive research, it has developed a fabric specially designed to deliver a variety of positive properties. The invention is also protected by patent. Known as "BODYVISION", the technology can be used in a wide range of product applications that can permanently improve quality of life for millions of people.**

The BODYVISION membrane is a single-layer fabric consisting of a compound structure that combines absorbency with leakage protection. Thin and comfortable to wear, it is easy to wash, reusable and environmentally friendly. It is also breathable and dermatologically safe, and combats odours and bacteria.

Although initially developed and intended for use in incontinence products, the fabric can be adapted for various other applications and products thanks to a modular design. The company aims to expand into areas including clinics and hospitals, sport, the military and pet supplies.

BODYVISION Technology GmbH was founded in 2017. Its majority shareholder (90%) is BRANDED.IN Holding GmbH, owned by Lara Zampese, Ann-Catherin Büschkens-Götz and David Alexander Götz. Lara Zampese has been involved with the company since the very beginning, and brings comprehensive expertise in the textiles sector. Ann-Catherin Büschkens-Götz also has a deep knowledge of textiles, thanks in part to her family. She recognised early on that BODYVISION Technology GmbH could make a big difference to people's lives. The remaining shares are divided equally (5% each) between Exstase Großhandel GmbH and SC Consulting GmbH.

# 2. The company

## Brief profile

### General

#### Business activity

- Development of cutting-edge textile solutions
- Research and production of patentable, functional textiles for various applications, including incontinence, healthcare, sport, pets, military and more

#### Staff/network

- 5 permanent employees
- External cooperation partners in research, marketing and product development

#### Foundation

18.04.2017

#### Headquarters

Mönchengladbach, Germany

### Highlights

**“BODYVISION” is the result of many years of research and development work. This innovative and revolutionary single-layer fabric consists of a compound structure that ensures excellent absorbency and leakage protection, while also being environmentally friendly and easy to produce. Alongside these properties, the fabric prevents odours and bacteria.**

The fabric was initially developed solely for use in incontinence products like underwear. It has massive potential in this area thanks to its innovative construction and advantages over existing disposable and competitor products.

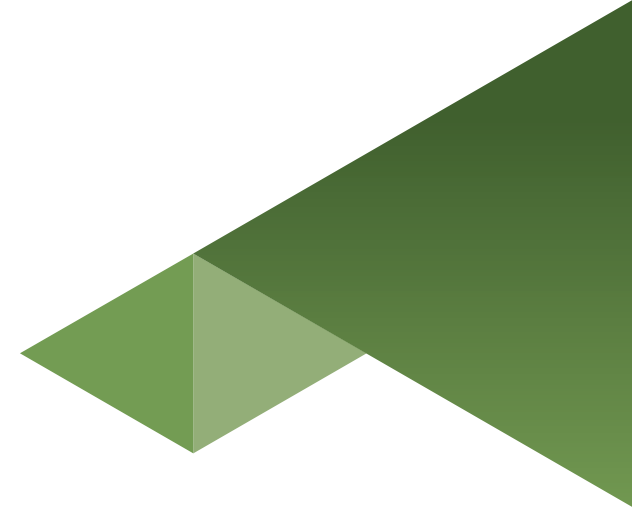
Alongside light bladder weakness, BODYVISION technology is also intended for use against moderate urinary incontinence. The company therefore aims to have it included in the medical or care aids catalogue, so that the associated costs can be refunded by elderly care and health insurance providers.

BODYVISION is also suitable for other areas requiring a fabric with the aforementioned properties. Alongside incontinence underwear, these include bed underlays and surgical underpads, clothing for athletes and the military, as well as blankets and underlays for pets.

The aim is for BODYVISION to become established both nationally and internationally as a cutting-edge technology, sold in the various markets under licence and through private labels.

**PASSION BOOSTS INNOVATION CREATES REVOLUTION**

## 2. The company History



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- 2011** ● The people who will go on to found BODYVISION Technology GmbH discuss a cooperation with a Portuguese producer, focusing on the development of a revolutionary new washable and absorbent underwear for use against incontinence and bladder weakness.
  - 2012** ● Initial plans are made for a dedicated sales channel for the new product, intended as a part of the founding family's existing textile business focusing on underwear and sportswear.
  - 2013** ● Contractual discussions with the Portuguese manufacturer are followed by an unsuccessful test phase for the product. The severe quality defects lead to planning being suspended.
  - 2014** ● A quality check of all existing incontinence products on the market reveals significant defects throughout. This is followed by the termination of the initiated sales channel.
  - 2015/2016** ● New impetus for the idea of developing a dedicated line of washable incontinence underwear. This focuses on improving existing competitor products through a suitable combination of materials.
  - 2017/2018** ● Foundation of BODYVISION Technology GmbH, with the goal of developing and marketing a revolutionary new fabric for use in incontinence products. Research cooperation for product development begins with the Hochschule Niederrhein, University of Applied Sciences, alongside market analyses.
  - 2019/2020** ● BODYVISION Technology GmbH funds a research and development project by the Hochschule Niederrhein, University of Applied Sciences. This is followed by an analysis of competitor products and the development of an innovative, reusable and environmentally friendly compound fabric.
  - 2020** ● The technology is registered and patented under the name BODYVISION Technology.
  - 2021** ● BODYVISION Technology GmbH begins sales.

## 2. The company Management board



**Lara Zampese**  
Managing Director

Lara Zampese completed her master's degree in international business in Sweden in 2008, before developing her skills in sales, marketing and customer satisfaction in Italy. After working in export management from 2009 to 2013, she founded a business in Romania in 2014 and acted as managing director until 2018. In this role, she selected and marketed international brands in eastern Europe, and led the sales and marketing team. Between 2015 and 2018, she also worked as a consultant at Visionnaire Consulting GmbH. She became managing director of BODYVISION Technology GmbH in 2017. Here, she is responsible for research & development, quality management, corporate social responsibility and supply chain management.

**Languages:** Italian (native language), English, German, French, Spanish, Russian



**Ann-Catherin Büschkens-Götz**  
Organisations & Operations

Ann-Catherin Büschkens-Götz gained business experience early on in life. After completing her high school diploma with a focus on business, she began a commercial apprenticeship. In 2020, she successfully completed a degree in business studies, focusing on marketing and HR management. During her degree, she became managing director of Visionnaire Consulting. She has been supporting BODYVISION Technology GmbH since 2020 in organisations and operations.

**Languages:** German (native language), English, Dutch, French



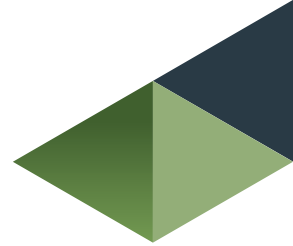
**Stacey P. S. Nazaré**  
Managing Director

Stacey P. S. Nazaré brings over 25 years of experience in management, offering both expert advice and support in retail, as well as expertise in strategic, risk, crisis, interim and project management. Alongside intensive restructuring projects for leading companies, he established a new retail format in eight European countries that has experienced lasting success. As an experienced manager of fast-growing retail businesses, he is a successful business coach, entrepreneur, strategist and visionary. Since 2021, Stacey P. S. Nazaré has led development at BODYVISION Technology GmbH, focusing on both its strategic position as a think tank and establishing the BODYVISION technology. He is also responsible for legal affairs, administration, finance, marketing, public relations and corporate communications.

**Languages:** German, English, Spanish

# 3. The technology

## Development and properties



BODYVISION technology was developed in 2020 as the result of many years of collaboration between BODYVISION Technology GmbH and the Faculty of Textile and Clothing Technology at the Hochschule Niederrhein university.

The special design of the technology enables modular construction that can be adapted to the requirements of various applications and product groups.

The technology is patent protected under the name "BODYVISION Technology" (BODYVISION). This name is derived from the vision of a revolutionary new fabric that can be used in a variety of clothing innovations to permanently and sustainably improve quality of life in many areas.

**The innovative, single-layer fabric design combines several positive properties:**



Absorbency and  
leakage protection

Thin, comfortable  
fabric

Washable and  
reusable

Sustainable

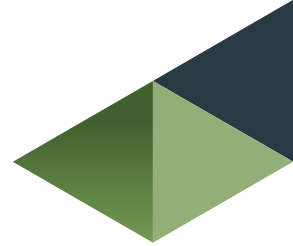
Combats odours and  
bacteria

Dermatologically  
safe



# 3. The technology

## Development and properties



### Absorbency and leakage protection

BODYVISION's special composition ensures it feels dry to the wearer's skin. The skin-facing side of the fabric absorbs and wicks away moisture, which is then retained in the fabric's core. The outer surface seals against external moisture, even when the wearer is sitting down or moving.



### Thin, comfortable fabric

The BODYVISION fabric measures only around 3 mm in thickness, making it much more comfortable than competitor or disposable products. For users in many applications, it is barely noticeable.



### Washable, reusable and sustainable

BODYVISION is made using sustainable materials and avoids the use of films and toxic substances. It is produced in such a way that avoids environmentally damaging processes. In addition, the fabric is easy to wash, giving it a huge ecological advantage over disposable products.



### Breathable materials

BODYVISION uses only certified materials, including materials that ensure breathability. This protects the skin against irritations.



### Dermatologically safe and skin-friendly

As BODYVISION uses only certified materials, they are also dermatologically safe. This ensures excellent material quality, while guaranteeing comfort against the skin.



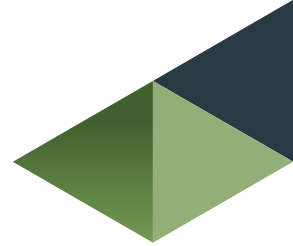
### Prevents odours and bacteria

BODYVISION uses only anti-bacterial and anti-odour fibres, such as Tencel and merino wool. This protects the wearer against unpleasant odours.



# 3. The technology

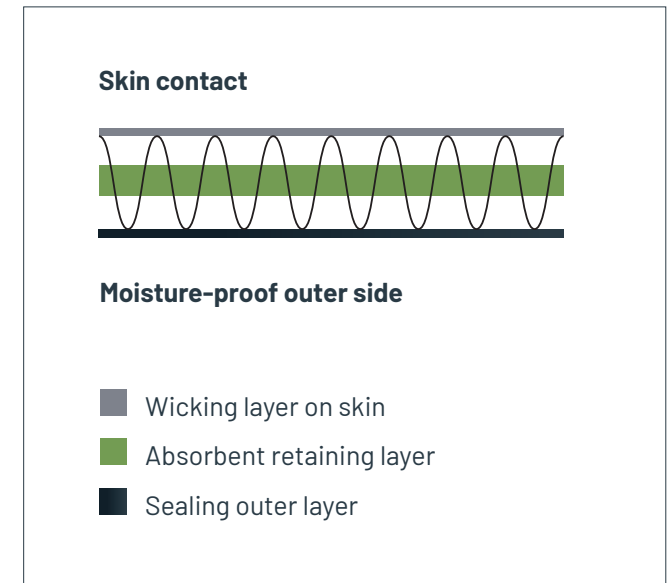
## Technical details



**BODYVISION is a single-layer fabric consisting of a compound structure that serves various functions. This allows the fabric to absorb moisture quickly and thoroughly on the skin side, before retaining it in the internal absorbent core. This is achieved by combining multiple layers of material within a single spacer fabric.**

The adjacent diagram shows the basic structure of BODYVISION in a cross section:

- The layer facing the skin consists of wicking fibres that keep the skin dry and prevent moisture from leaking
- The central layer of the fabric serves as a spacer and retains the absorbed moisture
- The outer layer consists of a very thin, felting and hydrophobic wool that seals against moisture



© Christoph Richter, M.Sc. / Hochschule Niederrhein, University of Applied Sciences

# 3. The technology

## Main features



**BODYVISION was designed to be different to other absorbent fabrics of the kind used in washable, reusable incontinence underwear.**

**Clever design:** BODYVISION is an intelligent product. The fabrics used in competitor products consist of conventional textiles and films that have to be layered and sewn together. This leads to complex, expensive production processes and sewn fabrics that require additional sealing in order to retain the absorbed moisture.

**Modular system:** BODYVISION's material composition can be easily modified for a variety of applications. This modular system therefore allows the fabric to be flexibly adjusted to the varying requirements of different product groups.

**Comfort:** BODYVISION is comfortable to wear. Competitor products use tapes to secure edges. After several washes, these become hard and uncomfortable to wear, and can cause skin irritation. BODYVISION avoids this through fully fashioned production.

**Efficiency:** BODYVISION enables quick and simple production of fully fashioned, seamless fabrics. This removes the need for many of the subsequent manufacturing steps like cutting, sewing, trimming and sealing that competitor products require.

**Sustainability:** BODYVISION is reusable and requires **no** PU coatings or synthetic films to achieve its anti-moisture properties, unlike competitor products. This further boosts the product's level of sustainability.

**Washable:** BODYVISION can be washed in a washing machine together with other items. We recommend using a delicates or wool cycle.



# 3. The technology Patent protection

**BODYVISION Technology is patentable thanks to its special properties, and differs from existing patents in major areas.**

- **Novelty:** BODYVISION Technology has not yet been made available to the public or published in any form.
- **Inventive step:** BODYVISION stands out from conventional technology.
- **Industrial applicability:** Given the large market volume for incontinence products alone, the technology promises great industrial applicability even without further modifications.

BODYVISION Technology GmbH is advised and represented in matters related to patent law by Dr Ralf Meyer-Thamer, a leading German lawyer specialising in patent and industrial property law. The request to register a patent for BODYVISION was submitted to the German Patent and Trade Mark Office on 1 October 2020 and is therefore in the examination phase.

For strategic reasons, the patent has initially been registered exclusively for Germany. However, the right of priority enables patent registration for other European and international countries up to 12 months after filing the initial patent application. This will also allow potential developments and/or insights to be incorporated into the subsequent international patent application.

Deutsches Patent- und Markenamt  
Antrag auf Erteilung eines Patents

Hochschule Niederrhein  
University of Applied Sciences

Erfindungsmeldung

In Abh. 1 ist deutlich zu erkennen, dass die Produktstruktur außerdem einen weiteren Einfluss auf die Saugleistung hat.

6. Grundsätzliche Abgrenzung der Erfindung zu bestehenden Produkten/Patenten:

Mehr Materialschichten  
Dichtungskonstruktion im Dauerkastensystem nutzbar um Funktion und Anforderungsprofil an verschiedene Produktgruppen anpassen zu können  
- Hältigkeit wird nicht nur aufgetragen und gehalten, sondern auch aufgesaugt  
- Keine offenen Kanten  
Verzicht auf Beschichtung und Folieneinsatz durch die natürliche Funktionalität von Wolle.

Prof. Dr. Ralf Meyer-Thamer  
Prof. Dr. Ralf Meyer-Thamer

# 3. The technology

## Cooperation partners



The internationally renowned Faculty of Textile and Clothing Technology at the Hochschule Niederrhein university combines specialist education with cutting-edge research and development activities.

BODYVISION Technology GmbH contacted the faculty in 2018, in order to find solutions in the area of washable in-continenence underwear and drive product development.

The collaboration began by investigating the weaknesses of an established competitor product.

In July 2019, a joint project was started, in which the Hochschule Niederrhein developed the BODYVISION fabric based on a comprehensive analysis of competitor products and its own research.

A patentable technology was developed in August 2020, whose properties make it suitable for use in further areas.

Additional collaboration projects with the Hochschule Niederrhein related to BODYVISION are currently ongoing and will unlock further research results.

**Hochschule Niederrhein**  
University of Applied Sciences



**FTB**

Forschungsinstitut für Textil und Bekleidung  
Research Institute for Textile and Clothing

# 4. Applications

BODYVISION Technology boasts a variety of positive properties that make it suitable for use in various areas.

In order for the technology to quickly achieve its economic potential, BODYVISION Technology GmbH plans to focus on a number of particularly promising markets.

## POTENTIAL MARKETS:

Incontinence underwear	Clinics and hospitals	Sport, family and leisure	Pets and animals	Military
<ul style="list-style-type: none"><li>• BODYVISION is suitable for light incontinence and can replace conventional disposable products</li><li>• The company plans to develop reusable products for moderate incontinence in 2021. This will hopefully be followed by inclusion in the medical aids catalogue of German health insurers</li><li>• Sensor-based solutions are a further potential product innovation</li></ul>	<ul style="list-style-type: none"><li>• Use as bedding pad for absorbing sweat and urine</li><li>• Additional use as a surgery underpad</li><li>• Replaces conventional disposable underlays made of plastic or film</li><li>• And much more</li></ul>	<ul style="list-style-type: none"><li>• Potential use as nursing pads for mothers, nappy pads and bed underlays for children</li><li>• Special underwear for children, women during their periods, after giving birth or during pregnancy</li><li>• Sport: special clothing for absorbing sweat and odours</li><li>• And much more</li></ul>	<ul style="list-style-type: none"><li>• Absorption of sweat, urine, contamination or unpleasant odours for animals in the form of blankets, underlays or animal clothing</li><li>• And much more</li></ul>	<ul style="list-style-type: none"><li>• Prevention of sweat-induced chafing and unpleasant odours in the military</li><li>• And much more</li></ul>

# 4. Applications

As a result of BODYVISION's many positive properties, the company aims to launch the product in the aforementioned markets over the medium term through partners and/or established market players in the form of licensing models or private labels.

## SPECIFIC PRODUCT IDEAS:

Special underwear	Clinics and hospitals	Sport, family and leisure	Pets and animals	Military
<ul style="list-style-type: none"><li>• Incontinence underwear</li><li>• Period underwear</li><li>• Sports underwear</li><li>• Children's underwear</li></ul>	<ul style="list-style-type: none"><li>• Surgical underpads</li><li>• Bed underlays</li><li>• Protective covers</li><li>• Mattress pads</li></ul>	<ul style="list-style-type: none"><li>• Sports underwear and accessories (sweatbands)</li><li>• Trousers</li><li>• Jackets</li><li>• Outdoor clothing</li><li>• Nursing bras and pads</li><li>• Nappy changing pads</li><li>• Bed inserts</li></ul>	<ul style="list-style-type: none"><li>• Blankets</li><li>• Baskets</li><li>• Coats</li></ul>	<ul style="list-style-type: none"><li>• Jackets</li><li>• Trousers</li><li>• Underwear</li></ul>

# 5. Strategic goals



**Development of further innovative technologies and patents for textile solutions**



# 6. Highlights

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**Innovative and flexible fabric**

**Sustainability in production  
and use**

**Versatile**



**Patented technology**

**Strong expertise  
in textile sector**

**Inclusion in medical and  
care aids catalogue**

# 7. Contact



**Lara Zampese**  
Managing Director

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