



# KRUUSE SafeVet® Bandage

New product launch, 2025



# Background information



**How do you know when you hit – or in worst case – exceeds the limit of 50% stretch without any measurement tool or indications?**

- Veterinarians work with bandages every day — but even skilled hands face a silent risk: over-compression. Without clear stretch feedback, the danger of stasis and pressure injuries is real.
- That's why we developed **KRUUSE SafeVet® Bandage**.



kruise.com

**“Clinical best practices recommend applying bandages with **no more than 50% stretch** to reduce the risk of vascular stasis and pressure-related injuries.”**

*- Dr. Luis Tello*

# Product innovation



## ■ WHAT IS IT?

Bandage with easy stretch level control. **Every time.**

The KRUUSE SafeVet® Bandage features a **distinctive protected design pattern**, which also allows to **visualise the actual stretch level**. When applying the bandage the stretch should be with a maximum of 50% to **reduce the risk of stasis**.



# Developed with veterinarians



Christian Drews Stenkilde from Birkerød **Animal Hospital**, part of Vetgruppen, **has played a key role in verifying and approving the concept**.

He and his team were among the **first to recognize the risks associated with traditional bandaging**, particularly the lack of stretch indication, which can lead to serious complications.

**“We recently had a case** where a bandage was applied with too much stretch by another vet, **resulting in significant follow-up injuries**, so, **this is a highly relevant product**,” says Drews.

**Birkerød Animal Hospital** also tested the new concept and found it extremely useful, one of the main reasons they **chose to be part of the product launch**.



[kruise.com](http://kruise.com)



Christian Drews Stenkilde, DVM, Clinic Manager at Birkerød Animal Hospital and part of Vetgruppen



# Acknowledged by professionals



*"I like the concept and the addition of the measurement. The square printing provides a good measuring system about the stretch capacity (and indirectly the tension over the limb of the patient).*

*The idea is pretty simple but ingenious base on deformity Again, is a great idea, to avoid "mega paws" and to provide safety in a daily procedure with our patients".*

- **Dr. Luis Tello**, ER Veterinarian Olympia Pet Emergency Hospital, USA



Dr. Luis Tello Veterinarian | Author |  
International Speaker

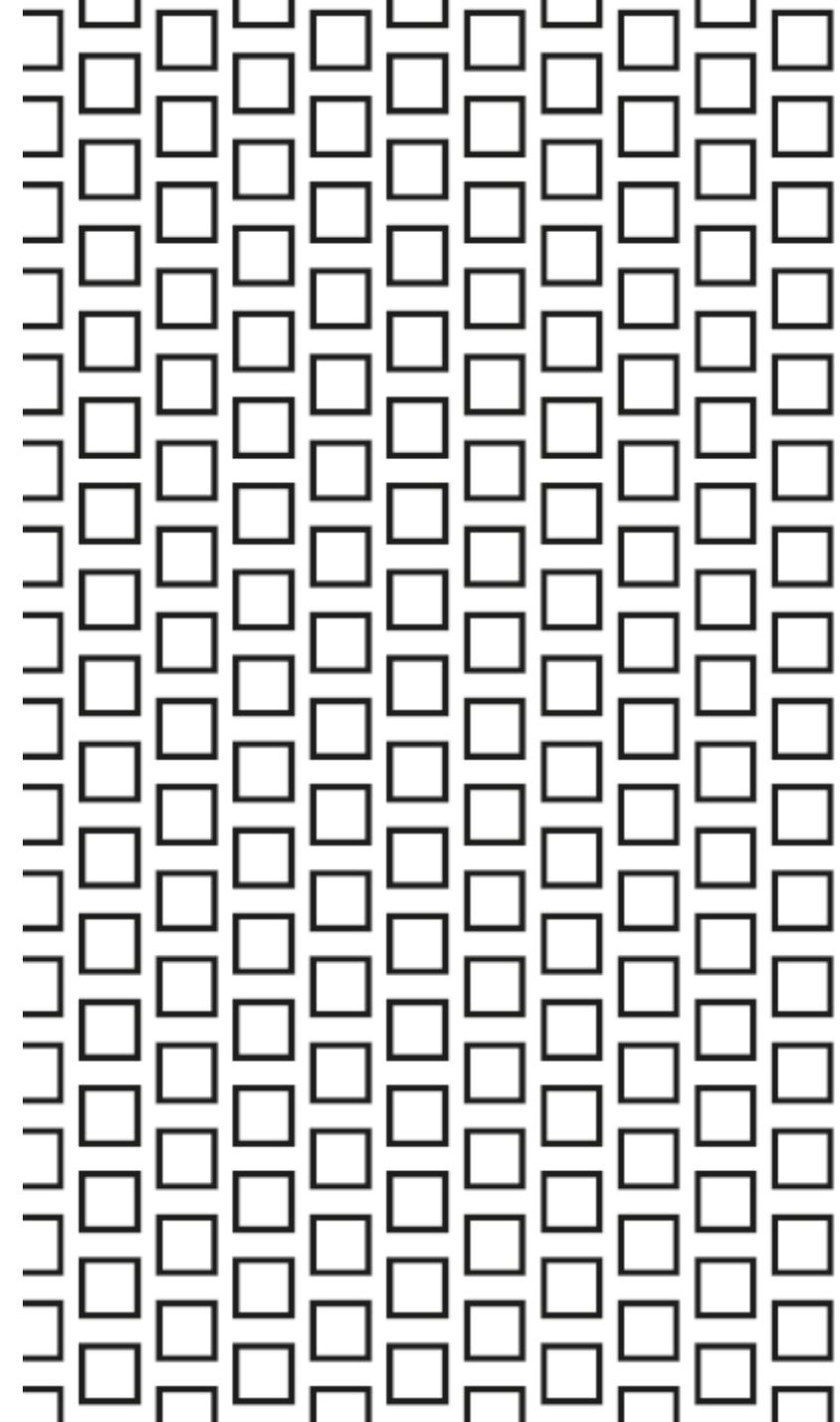
Dr. Tello is a globally recognized veterinarian specializing in emergency and internal medicine for small animals. he has led veterinary hospitals, authored three books on trauma care, and lectured in over 49 countries. His expertise includes trauma, sepsis, CPR, and critical care.

# Why choose KRUUSE SafeVet® Bandage?



Position yourself as the go-to distributor for innovation and reliability in wound care:

- ✓ Easy to apply and explain
  - ✓ Visually guides recommended use
  - ✓ Designed to support animal welfare and clinic efficiency
  - ✓ Display-ready in 3 vibrant colours
  - ✓ Available in 3 sizes
  - ✓ Cost-efficient, innovative design
  - ✓ Avoids the invisible danger of stasis in everyday practice
- *“The square printing gives a clear measuring system for stretch and pressure. Simple, but ingenious.”*  
— **Dr. Luis Tello**, ER Veterinarian Olympia Pet Emergency Hospital, USA



# Why choose KRUUSE SafeVet® Bandage?



- **✓ Easy to apply and explain**

*To be applied using same procedure as other types of bandages – the only difference is the easy navigation for stretch control*

- **✓ Visually guides recommended use**

*The design pattern indicates when to stop tightening the bandage.*

- **✓ Designed to support animal welfare and clinic efficiency**

*Ensures that procedures are carried out consistently and uniformly, which is crucial for reproducibility and reliability*

- **✓ Cost-efficient, innovative design**

*Streamlines processes by outlining specific steps, saving time and resources*

- **✓ Avoids the invisible danger of stasis in everyday practice**

*Provides clear and detailed instructions, reducing ambiguity and potential errors*

When SAFETY  
becomes VISIBLE,  
risk becomes  
PREVENTABLE

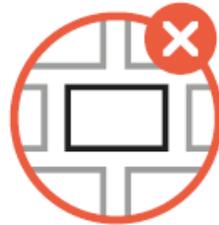
# Visual safety



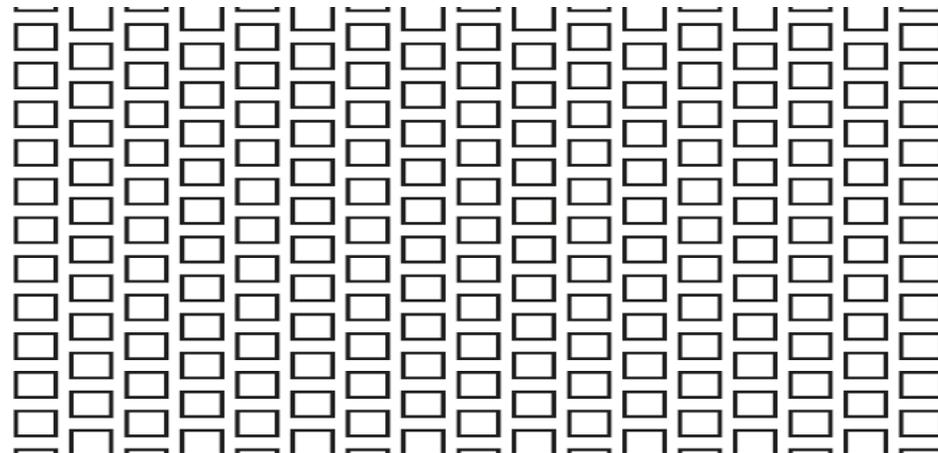
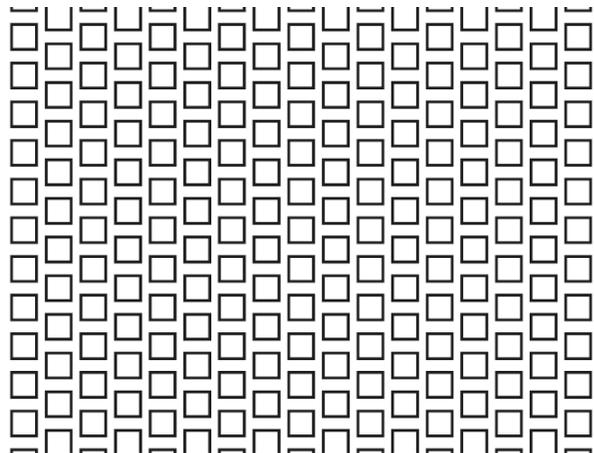
- With a **protected square-pattern design**, KRUUSE SafeVet® Bandage *visualises the appropriate stretch level* — guiding you to apply safe, consistent pressure with every wrap.



**Up to 50%**  
stretch



Risk of  
**stasis**



# Slider animation



Visually guides  
recommended use

# Explainer video



**KRUUSE SafeVet®  
BANDAGE**  
with stretch indicator



Easy to apply and  
explain

# Waiting room video



## Bandaging at home

Don't worry about overly tightening the bandage.  
Easy stretch level control.  
**Every time.**



Safe and secure for  
the pet owner

# KRUUSE SafeVet® Bandage – Packaging



10 pcs. Std. Box as other bandages

Product description, measurement guidance and explainer video

The KRUUSE SafeVet® Bandage features a distinctive **protected design pattern**, that visualizes the actual stretch level. The visual cue functions as an early warning indication, to reduce the risk of stasis. Bandages should be applied with maximum 50% stretch to avoid the risk of stasis.



**Up to 50% stretch**



**Risk of stasis**

KRUUSE SafeVet® Bandage – for safe and gentle treatment



Scan QR code and see how-to video about KRUUSE SafeVet® Bandage

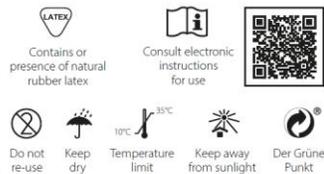
Batch, shelf life, barcode and safety pictograms

LOT 06.2025  
10062025  
06.2028

Made in China  
For veterinary use only



Design Protected No. 015080152



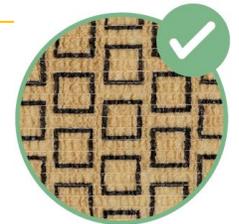
JORGENSEN KRUUSE A/S, Havretøften 4, 5550 Langeskov, Denmark

kruise.com

Clear indication of bandage size

Cat. No	Size
160718	5 cm x 4.5 m / 2" x 14.8 ft
<b>160719</b>	<b>7.5 cm x 4.5 m / 3" x 14.8 ft</b>
160720	10 cm x 4.5 m / 3.9" x 14.8 ft

Product picture and pattern indicator



Up to 50% stretch

Opening drawer

QR code → IFU

# KRUUSE SafeVet® Bandage – Packaging





**KRUUSE SafeVet®  
BANDAGE**  
with stretch indicator

The KRUUSE SafeVet® Bandage features a distinctive protected design pattern, that visualizes the actual stretch level. The visual cue functions as an early warning indication, to reduce the risk of stasis. Bandages should be applied with maximum 50% stretch to avoid the risk of stasis.

KRUUSE SafeVet® Bandage – for safe and gentle treatment

 **Up to 50% stretch**  
 **Risk of stasis**





5703 188 356048

**5 cm x 4.5 m**  
**2" x 14.8 ft**

160718



Made in China · For veterinary use only

160718

kruise.com

JORGEN KRUUSE A/S, Havretoften 4, 5550 Langeskov, Denmark

Packaging example: Pouch



**KRUUSE SafeVet®  
BANDAGE**  
with stretch indicator



**KRUUSE SafeVet®  
BANDAGE**  
with stretch indicator

**Sales Unit:**  
Qty: 10/pk  
Barcode: 5703188356086  
Gross weight: 0.30 kg

**Master:**  
Qty: 15 x 10/pk  
Gross weight: 5.28 kg

Made in China  
For veterinary use only



160718

JORGEN KRUUSE A/S, Havretoften 4, 5550 Langeskov, Denmark

**15 x 10/pk**  
Mix of 3 colors  
75 cm x 4.5 m  
3" x 14.8 ft

**160719**

Made in China  
For veterinary use only

**Sales Unit:**  
Qty: 10/pk  
Barcode: 5703188356086  
Gross weight: 0.30 kg

**Master:**  
Qty: 15 x 10/pk  
Gross weight: 5.28 kg

Made in China  
For veterinary use only

**15 x 10/pk**  
Mix of 3 colors  
75 cm x 4.5 m  
3" x 14.8 ft

**160719**

Made in China  
For veterinary use only

Packaging example: Master box

# Product launch

## KRUUSE SafeVet® Bandage



Pre-order start date: NOW



Launch date: October 1<sup>st</sup>, 2025



# Marketing support



- Extensive marketing collateral
- Available to support your selling-in
- Target group:
  - Veterinary clinics and animal hospitals



## OCTOBER 2025 KRUUSE SafeVet® Bandage Campaign

ASSETS DOWNLOAD CHART

Enclosed links contain zipped files for use in your marketing activities of KRUUSE SafeVet® Bandage. Please read below "IMPORTANT" section prior to use.



### KRUUSE SafeVet® Bandage

- 📄 Brochure / XX MB
- 📄 Poster / XXMB
- 📄 A5 Flyer / XXMB
- 📄 Roll-up / XXMB
- 📄 Ads / XXMB
- 📄 Web banners / XX MB
- 📄 Newsletters / XXMB
- 📄 Stretch element animation / XX MB
- 📄 Wound brochure / XXMB
- 📄 Social media / XX MB
- 📄 Images - product / XX MB
- 📄 Leaflet for Pet Owner / XXMB
- 📄 Images - key visuals / XX MB
- 📄 Video Waiting room
- 📄 Images - lifestyle / XX MB
- 📄 Video Product



#### IMPORTANT

Upon receipt of this document with links for downloading KRUUSE catalogue and marketing asset files, I agree only to use the downloaded pictures when marketing KRUUSE products and the KRUUSE brand. If I am a distributor of KRUUSE products, I can freely use product packshots without further approval. I can only use lifestyle images (named ss\_... or gi\_...) in combination with the KRUUSE catalogue and marketing assets.

**VISUAL SAFETY THAT MAKES A DIFFERENCE**

**High-quality adhesive flex bandage**  
Easy to apply and allows consistent and even application

DESIGNED IN DENMARK

The KRUUSE SafeVet® Bandage features a distinctive protected design pattern, which also allows to visualise the actual stretch level. When applying the bandage the stretch should be with a maximum of 50% to reduce the risk of stasis.

**Bandage with easy stretch level control. Every time.**

Up to 50% stretch

Risk of stasis

Interested in more information?

**Dr. Luis Tello**  
ER Veterinarian Olympia Pet Emergency Hospital, 4443 Pacific Ave SE, Lacey WA 98503, USA

kruuse.com

# Selling-in onepager



## High-quality cohesive flex bandage with visual guidance

### Why choose KRUUSE SafeVet® Bandage?

The KRUUSE SafeVet® Bandage features a distinctive protected design pattern, that visualises the actual stretch level. The visual cue functions as an early warning indication, to reduce the risk of stasis.

The bandages come in 3 different sizes and in displays with a mix of 3 colours.



#### When safety becomes visible, risk becomes preventable

- Easy to apply and explain**  
 To be applied using same procedure as other types of bandages - but with easy navigation for stretch control
- Visually guides recommended use**  
 The design pattern indicates when to stop tightening the bandage
- Designed to support animal welfare and clinic efficiency**  
 Enables that procedures are carried out consistently and uniformly, which is crucial for reproducibility and reliability
- Cost-efficient, innovative design**  
 Streamlines processes by saving time and resources
- Avoids the invisible danger of stasis in everyday practice**  
 Provides clear and detailed instructions, reducing ambiguity and potential errors



Up to 50% stretch



Risk of stasis

#### The square doesn't lie

The design pattern indicates when to stop tightening the bandage. If the square is evenly on all sides, you're good to go, but when the square is getting longer on top-bottom sides it appears too tight for the patient.



DESIGNED IN DENMARK



**Product details:**  
 Printing: 1-Color Print  
 Shelf life: 3 years  
 Produced in: China  
 Design Protected: No. 015080152-0002  
 In stock: October 2025

Developed for small animal practices.

### KRUUSE SafeVet® Bandage

Cat. No	Size	Package	Master box	Master box size	HS/Commodity code	Barcode (Sales display)
160718	5 cm x 4.5 m / 2" x 14.8 ft	10/pkg Mix of 3 colours	18 sales displays per master box	Width: 330 mm Depth: 410 mm Height: 390 mm Weight: 4.31 kg	30059010	
160719	7.5 cm x 4.5 m / 3" x 14.8 ft	10/pkg Mix of 3 colours	15 sales displays per master box	Width: 330 mm Depth: 445 mm Height: 420 mm Weight: 5.28 kg	30059010	
160720	10 cm x 4.5 m / 3.9" x 14.8 ft	10/pkg Mix of 3 colours	12 sales displays per master box	Width: 330 mm Depth: 460 mm Height: 420 mm Weight: 4.99 kg	30059010	



"The square printing gives a clear measuring system for stretch and pressure. Simple, but ingenious."

Dr. Luis Tello, ER Veterinarian Olympia Pet Emergency Hospital

**Tension you can't see - complications you don't want**  
 Overly tight bandages can restrict circulation and lead to serious complications like swelling, pressure necrosis, or even tissue damage. Clinical best practices emphasize even, controlled tension and regular monitoring to ensure safe and effective bandaging.

Source: MSD Veterinary Manual, "Wound Bandages and Dressings for Small Animals" (2023) and KJSEJ, Diagnostic Insights, "The Bandaging Complications You Should Know About" (2023)

See instructions for use  
KRUUSE SafeVet®  
Bandage



To be shared digitally or printable A4 for easy handout

# KRUUSE SafeVet® Bandage – Sum Up



KRUUSE	
Item number	Product name
160718	KRUUSE SafeVet Flex Bandage, 5 cm x 4.5 m, mix of 3 colors, 10/pk
160719	KRUUSE SafeVet Flex Bandage, 7.5 cm x 4.5 m, mix of 3 colors, 10/pk
160720	KRUUSE SafeVet Flex Bandage, 10 cm x 4.5 m, mix of 3 colors, 10/pk

- Launch: October 1st.
- Easy to apply
- Safe and gently treatment - Reduce risk of stasis
- Unique design protected pattern
- Acknowledged for best practice by professionals





Product innovation for a safer everyday life  
in clinics. This is gentle treatment.

**KRUUSE SafeVet®**  
**Bandage**

# KRUUSE SafeVet® Bandage – Positioning



The price fighter  
with low quality



**VetDaily®**

5 items  
3 sizes  
4 colors

The fun one



**Fun-flex**  
21 items  
3 sizes  
Multiple colors  
Multiple prints

The professional  
one



**Vet-Flex**  
20 items  
4 sizes  
10 colors

The simple setup  
in high quantities



**Cohesive Flex Bandage**  
8 items  
4 sizes  
2 colors

The safe choice



**SafeVet® Bandage**  
3 items  
3 sizes  
3 colors

# KRUUSE SafeVet® Bandage - Quality



**VetDaily**



**Fun-flex**



**Vet-Flex**



**Cohesive Flex Bandage**



**SafeVet® Bandage**

Weight (Thickness)

20 g

35 g

35 g

35 g

30 g

Cohesiveness

20 g

20-25 g

25-30 g

25-30 g

20-25 g

Printing

No Print

1 Color Print

No Print

No Print

1 Color Print

Production Tolerances

Normal

Normal

Normal

Normal

Extended

# KRUUSE SafeVet® Bandage - Quality



**Fun-flex**

**Vet-Flex**

**Cohesive Flex  
Bandage**

**SafeVet®  
Bandage**

35 g

35 g

35 g

30 g

20-25 g

25-30 g

25-30 g

20-25 g

1 Color Print

No Print

No Print

1 Color Print

Normal

Normal

Normal

Extended

Weight (Thickness)

Cohesiveness

Printing

Production Tolerances