



THEY MAKE LIFE A LITTLE EASIER FOR WOMEN

TWO FOUNDERS FROM HAMBURG DEVELOP HIGH QUALITY FEELGOOD BRIEFS

FOR PREGNANCY, THE TIME AFTER BIRTH, CAESAREAN SECTION, FOR PERIOD- AND BACKPAIN

OR SIMPLY AS COMFORTABLE SHAPEWEAR.

Julia Steinbach: 46 years old; Managing Director; Mom of two children

Daniela Westberg-Heuer: 41 years old; Managing Director; Mom of three children

Midwife meets Marketing Expert - The story behind the company:

The success story of Kaiserschläpfer starts with a caesarean section. "After giving birth to my son, I had problems with the pressure on the scar," says Julia. Because no one knew of a comfortable solution at the time, she and her midwife Daniela developed the so called Kaiserschläpfer. A pair of briefs including a gel pad, protecting and pleasantly cooling the scar. The high support waistband also keeps the belly away from the cicatrice.

The foundation for the company is laid. Customers and experts alike react enthusiastically, bloggers and the media are delighted, awards are being won, and after an appearance on TV, Julia's and Daniela's products are even talked about beyond Germany's borders. But one thing will always be the most important to them: "We want women to feel good," Daniela says. "That's why we invest every minute we can spare as mothers of a total of five children."

Since then, a lot more products have been developed for different situations in a woman's life. They all have one thing in common – they make life little easier for women. "In addition to the Kaiserschläpfer, we have panties for the time after natural childbirth, pleasant shapewear, briefs for pregnancy and for menstrual- and back problems, including a warmth pad situated the exact spot where it is needed. We also have breast pads for women with breastfeeding problems, leggings for pregnancy and as comfortable shape wear. Furthermore, a Period Box for young girls starting their period hit the market. Just currently, the founders took over "Our Mini Love" – a beautifully crafted label, offering a Mommy-To-Be-Box and other beautiful gifts for pregnant women and young mothers.

Our customers are our models

The two founders are very grateful for all the positive feedback from their customers. Some of them even take pictures of themselves in their Kaiserschläpfer panties and share them on Instagram. Those pictures are just beautiful - and sometimes the women even show their babies. "We can proudly say we have the most beautiful models," says Daniela.

Made in Germany and Italy

"Our goal is to offer products of the highest quality possible. Our panties and leggings are produced by a large German underwear manufacturer, based in Italy. Our warming and cooling pads are made in Germany and are also of the highest quality. Our briefs are breathable, ecotex certified, bi-elastic and therefore fit the body perfectly," Julia explains.

Product testing at the Berlin Charité

100 briefs were tested by patients who had undergone a caesarian section at one of the largest universities in Europe. An evaluation of the questionnaires showed excellent results: 92% of the women said the panties made life easier after having a caesarean section, 95% said they would definitely recommend the briefs to other women in their situation.

Amazing results by kidsgo

Kidsgo testers have given Kaiserschläpfer the high grade of 1.4. after examining the panties thoroughly. Furthermore, they gave Rückenschmeichler Mama a 1.6. while rating quality, performance, and comfort.

Award

In July 2018, Kaiserschläpfer received the Emotion Award in the category Founders/Entrepreneurs

TV appearance

In October 2018, Julia and Daniela presented their products on Germany's most famous Founder-Show "Die Höhle der Löwen" on VOX.

An overview of the company

Founders	Julia Steinbach and Daniela Westberg-Heuer
Founded	2016
Location	Hamburg
Production	Germany and Italy
Product testing	Kaiserschlüpfer at the Charité in Berlin
Award	EMOTION-award 2018
Online Shop	www.kaiserschluepfer.de
Shop	Beselerstraße 44, 22607 Hamburg
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Contact us: We would be happy to send you printable information about the products via e-mail