



PRODUCTION AND SALE OF DOGSPORT SUPPLIES



1992

30TH ANNIVERSARY

2022

OF THE COMPANY'S FOUNDATION



This is the original appearance of the building, which was purchased by the company in 2000. In the past, the building served as an inn and then as a restaurant.

Company headquarters building on Olomoucká Street, Slavkov u Opavy, April 2022.



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OPENING SPEECH

Ladies and gentlemen,

You are holding in your hands a publication published on the occasion of the 30th anniversary of Gappay. It has been published in order to provide the public with an insight into the key, but also current, events surrounding the founding, development and market presence of the Gappay brand.

I founded the company thirty years ago with a plan to build a large and thriving business that would benefit dog handlers all over the world. I hoped, but did not know, that my vision would come to fruition.

I have never been alone on this long, not always easy, but beautiful thirty year journey. Therefore, I would like to begin by thanking those who have walked part of the journey with me or are still walking alongside me.

The first and most important people to thank are my family, especially my mother Marie Tichá. Not only was she the first ever employee of the company and my biggest supporter, but with the help of her sewing machine I made my first product.

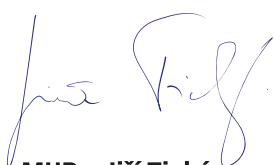
I would also like to give a big thank you to the employees in all of our departments, those who have participated in the past and those who are now involved in the smooth running of the company, the production of quality products and the building of the company's reputation.

I would also like to thank our business partners, whether they are suppliers of materials and services, cooperators or domestic or foreign representatives who sell the Gappay brand worldwide.

Last but not least, I would also like to thank our customers for their trust and loyalty to our brand.

Thanks to all of you, Gappay is a large and globally successful Czech company which I dreamt up thirty years ago and which is constantly developing and implementing new ideas and plans. Thank you.

Sincerely



MUDr. Jiří Tichý

Managing Director of GAPPAY s.r.o.



The impulse to establish the company arose purely from practical needs. Mr. Jiří Tichý was and still is active as a helper. Although the Czech market started to open after 1989, the necessary dogsport equipment was not available. During the protection, scratches on the legs of the helper were very unpleasant. For this reason, Jiří Tichý made his first helper trousers himself, which he sewed from a leather welding apron. When he showed up in the trousers during training, he received great admiration and praise from the other helpers. The first requests and orders began to come in and the trousers were developed to meet the criteria of comfort, lightness and, above all, protection.

This was the first step in the development of today's Gappay. The production of helper trousers was started by Mr Tichý's mother, Marie Tichá, who sewed the products under the trade licence of Marie Tichá and subsequently under the brand name GAPPA. The first headquarters and facilities were in the family home of Mr. Tichý and his family, in Opava Kylešovice. They utilised a cellar, a garage and then a building "Unimo" cell where finished products were stored and the first ever shop was established.

During his doctoral studies at Charles University in Hradec Králové, which he successfully completed in 1987-1993, Jiří Tichý met the Dutch entrepreneur, handler and competitor Rain Elmir Cats through a colleague. The idea of establishing a joint company seemed to suit both parties and so, by mutual agreement, the company GAPPAY s.r.o. was established in Prague, in the Hilton Hotel, with the participation of Jiří Tichý, Rain Elmir Cats and a legal representative on 23 June 1992. Both parties were equal with a 50% share. »



SOUKROMÁ VÝROBA KYNOLOGICKÝCH POMŮCEK
VÁM N A B Í Ž Í :

- Kalhoty pro f i g u r a n t y
z pevně podšíváné, silonové látky západního střihu. Eleganci, jistotu, pohodu a brilantní výkon Vám zajistí pouze naše kalhoty. Šijeme na míru (uveďte výšku, pas, délku nohavic). Cena je 1 049,- Kčs.

- P e š k y o průměru 5 cm a délky 35 cm s poutkem i bez. Chcete-li mít rychlou a radostnou poslušnost, naše pomůcka Vám zajistí výborně poslouží. Také je velice oblíbenou hračkou. Cena je 25,- Kčs.

Vše ve výborné kvalitě dodám do 3 týdnů.

MARIE TICHÁ
Osvobození 27
747 06 OPAVA 6
IČO 1212323

first advertisement



» In GAPPAY s.r.o., Jiří Tichý was in charge of production and sales in the Czech Republic, while Rain Elmir Cats was in charge of the foreign market. Although the arrangements looked promising, the reality unfortunately did not meet expectations, especially on the part of Rain Elmir Cats. On the basis of a mutual agreement, the entire company was transferred to Jiří Tichý, who became the sole owner and managing director of the company on 15 November 1993.

Did you know that...

Gappay is a Czech company, it has a Czech owner and its production is based in the Czech Republic?

The management of the company under the sole leadership of Jiří Tichý was the right choice. Gradually, the interest in the brand grew and the volume of production began to increase. For these reasons, the company moved its production and offices from the family house to a rented building on Bílovecká Street in Opava Kylešovice. In addition, a sewing workshop was set up in the Žabka business centre and subsequently the first private Gappay company building was purchased in Opava Komárov. In due course, sewing production, warehouses, offices, the shop and a part of the saddlery were moved to Komárov.

With the expansion of the brand to the foreign market and with an increasing number of products and employees, in 2000 the company purchased a former restaurant in Slavkov u Opavy on Olomoucká Street, where it concentrated all its activities and where it is still located today. <

CREATION OF THE GAPPAY BRAND

As mentioned in the historical article, the original predecessor of the GAPPAY brand was the GAPPA brand. The author of the idea for the company's new name was Jiří Tichý. He was inspired by the Japanese science fiction film GAPPA, which preceded the more famous Godzilla or King Kong films. GAPPA was a giant lizard that was not only big, but also strong and aggressive. These were the very attributes Jiří Tichý envisioned for his fledgling company.

In June 1992, when the company was founded, the visually interesting letter "Y" had to be added to the intended brand name GAPPA because the name Gappa was already registered in the world by another company. Thus, this unusual name GAPPAY became both the name and the symbol of the dogsport company. Today, GAPPAY is nationally and internationally protected by the Industrial Property Office.

The GAPPAY brand logo has also evolved visually over the course of its existence. From a simple depiction based on the possibilities of the time, to the company's own coat of arms, which was created in 2019 on the occasion of the owner Jiří Tichý's birthday. <

Did you know that...

Gappay has had its own coat of arms since 2019, symbolising the dog's connection with nature, predation and insight?



2019 ■



1992 ■



1995 ■



2002 ■



2006 ■



2016 ■

PRODUCTION

The production of Gappay products combines thirty years of experience, the pursuit of modern trends and the use of new technologies with the prevalence of quality handmade work. The saying "Golden Czech hands" is all the more true here.

Did you know that...

beech or maple wood is best for making dumbbells?

In today's modernised era, it is still a handicraft production, which is divided according to its focus into two separate workshops: saddlery and sewing. Each focuses on a different type of production but both have the same goal - a quality, functional and good-looking Gappay product.

The main focus of the saddlery workshop is the production of products needed for tracking, obedience and protection training. The saddlery production is under the supervision of a manager who not only plans the entire production but also ensures quality input materials. The most commonly used materials include various types of leather, fabrics with natural jute, plastics and wood. First, the individual parts of the products are prepared by cutting, chopping and marking. The material thus prepared goes to the workshop where the assembly, gluing and sewing takes place. Each product is its own original and, depending on its complexity, goes through several pairs of hands before it is completely finished. It is then labelled GAPPAY and rests on the shelf for a short while before being sold to the customer. »



HAND MADE SINCE 1992



Did you know that...

jute is a natural fibre made from a certain species of jute plant? The largest producer of this in the world is India.

» The products of the sewing workshop bring functionality, comfort and a protective component to training. Among other things, this includes a clothing program for handlers and protective clothing for helpers. Furthermore, the sewing workshop is overseen by a supervisor who plans the production in detail, from the provision of materials to the expert supervision of the sewing process. The input material for the products stands out due to its strength and functionality, but still remains comfortable to use and wear. The most widely used materials in the sewing workshop are: textile yardage, strong threads and zippers of various lengths. The first step is the preparation of individual pattern templates according to which the product is cut. »

Did you know that...

it takes 150 minutes to make one sleeve for an adult dog?

PRODUCTION

» Next, it is completed with other components, such as waistbands or end caps, and the individual parts are embroidered with a logo or print. The prepared package goes to the sewing workshop where, with the help of the skilled hands of seamstresses, a completely new Gappay product is created.

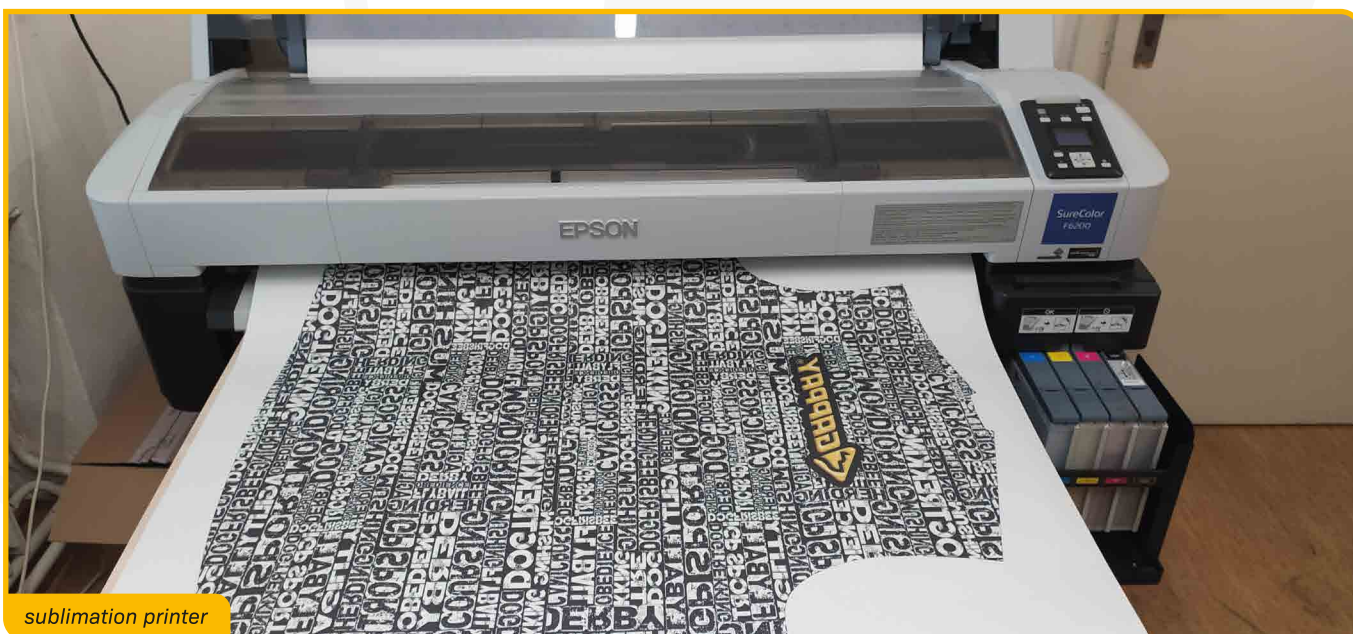
Whether it is a saddlery or a sewing workshop, at the end of the whole process there is a thorough output check to ensure that the customer receives a product of the highest quality to which they are accustomed to. <

Did you know that...

sewing production consumes around 38,000 closures (zippers) of various lengths and types per year?



embroidery machine



sublimation printer

PRODUCTS

Among the first products manufactured and advertised were the helper trousers, which were offered in white or grey and were tailored according to the wishes of the helper. For obedience, but also for protection, customers had a choice of tugs of different lengths, diameters, with or without handles.

Did you know that...

The first product under the Gappay brand was the protective trousers?

In collaboration with weavers, we developed our Gappay thick jute fabric to produce sleeve covers that were suitable for use on all available brands' sleeves.

In the beginning, we produced the sleeves in co-operation but the need to develop our own Gappay plastic sleeve was a clear challenge. The protective sleeve for helpers is one of the most complex and precise dogsport products in terms of its material composition and manufacturing process as it is a very complex product which requires a lot of experience to produce. The knowledge of sleeve shapes of now unknown German brands was an excellent aid to the design of the unique and still used sleeve marked 0110. The main goals were to provide comfort for the helper, an optimum biting surface suitable for working breeds of dogs plus a unique wedge moulding that methodically directs the dog to the correct bite in the centre of the sleeve. Several prototypes and various changes in technology eventually resulted in the company's golden treasure, the 0110 sleeve. With only minor modifications and changes to the material composition of the parts, this sleeve is still the company's best-selling adult sleeve. »



mr. Tichý with sleeve

» The first dog handlers' clothing was the black and yellow Gappay vest with the company logo on the front. Many customers who have been with the company since its early days still remember this vest with a smile and a dose of nostalgia. »



Did you know that...

The cut of the most popular training vest Suprima consists of 37 parts?



PRODUCTS



» With the passing years, more experience and by customer demand, the company has expanded and continues to expand its product range. The current product portfolio includes almost everything necessary for education, training and leisure time with the dog. The offer includes aids for training tracking (signs, tracking articles, leashes, ...), obedience (balloons, dumbbells, obstacles, ...), protection (tugs, different types of sleeves, sleeve covers, protective clothing and aids for helpers, ...). The products for the armed forces, including special sleeves and protective clothing, should not be overlooked.

Did you know that...

17,425 Gappay medium rubber balloons, 6cm in diameter, were sold in 2021?



A separate and increasingly popular category is the clothing programme for training and leisure. Customers can choose from functional training vests to elegant and well-fitting leggings, all manufactured with modern technology.

Gappay not only offers products which are manufactured in-house, but also goods from quality and proven global brands such as metal collars, flexi leads, stainless steel bowls, dog crates and many more.

The company's goal and wish is a satisfied customer who will always find what they need at Gappay. <



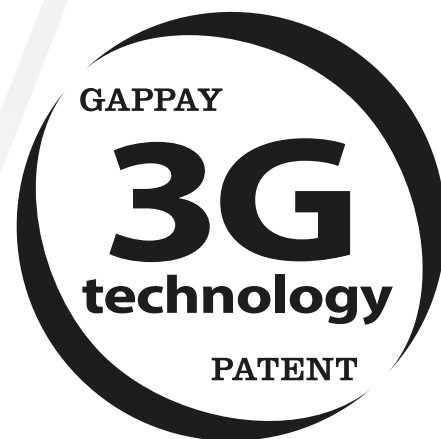
PATENTS

From the very beginning of its work, the company has been producing products of the highest quality which correspond to modern trends not only in training, but also in the materials used.

Did you know that...

the purchase price of an industrial sewing machine for a saddlery workshop costs around 270.000 CZK including VAT?

The proof that Gappay products are world-leading is the pioneering of many ideas that facilitate or improve training and which have been implemented through the products. Owing to the intensive and constant development work, the organization has managed to register several utility models under its Gappay name during its presence on the national and international market.



Worth mentioning is the Fountain Balloon Ejection System, named after the Italian handler who improved the original Gappay design. The SAFE training obstacle is lightweight, easy to fold, height adjustable and above all safe. Useful 3G pattern jute surface technology consisting of a unique arrangement of fibres reduces the frequency of pulling or breaking and thus prolongs the usefulness of the jute products. The latest patented product, again for dog safety, is a special air ball that is now going on sale. <

Did you know that...

Gappay owns a thermal transfer sublimation calendar, which is used for the special sublimation printing of textiles?



Fountain Balloon Ejection System

EMPLOYEES

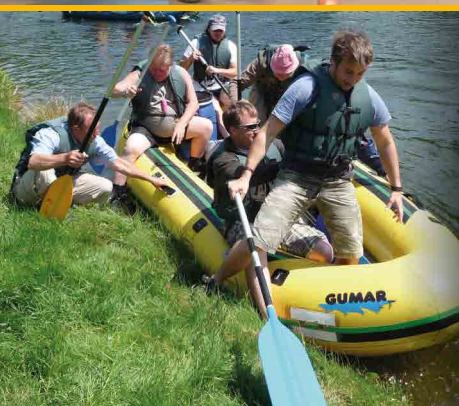
One of the most vital parts of a company is its employees. They are the reason why such great products can be created, presented and offered to customers. Every employee in every department is very important. Their approach contributes to the company culture, style and level of business.

The first employee of Gappa and subsequently Gappay was Mrs. Marie Tichá. With the gradual development, increasing market demands, rising production and subsequent sales, the company expanded its employee ranks. »

» Currently, at the time of publication (spring 2022), the company employs 50 people in its main workforce in a single-shift operation and, because the company honours the Czech proverb "Man lives not by bread alone", employees also meet at informal events such as the traditional Christmas party, summer events or company outings. <

Did you know that...

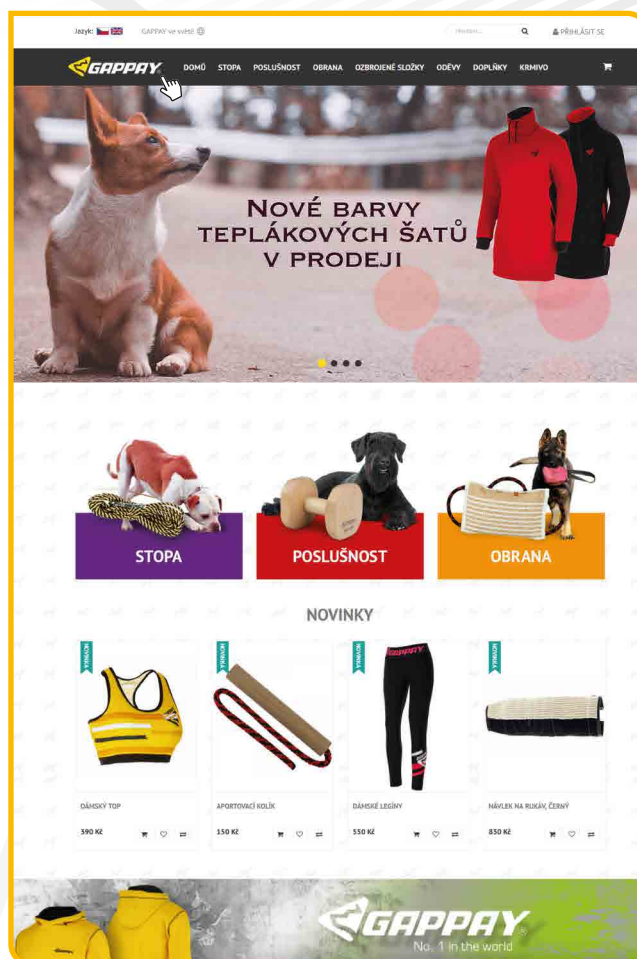
Gappay has 50 employees in its core workforce as of 31 March 2022?



Demand for Gappa and subsequently Gappay products began on the training ground where helpers were attracted to protective trousers. When the trousers were joined by other products such as tugs and sleeve covers, a small makeshift shop was set up in the garden of a family house in Opava Kylešovice, where the products were manufactured directly. With the addition of more products and the purchase of the first company building, the shop was moved to Opava Komárov and it now serves customers in the firm's headquarters on Olomoucká Street in Slavkov u Opavy. »



» Customers in the Czech Republic can also view the current offers and purchase products and goods on the website www.gappay.cz, which includes a new e-shop that was launched last spring.



From the very beginning, the company has preferred personal contact with customers, not only for the objective presentation of products, but also for the possibility of receiving feedback, suggestions and wishes. Despite modern methods of communication and transport of goods, the company participates in booth sales at dogsport events, such as competitions, exhibitions and championships. »

SALES, DISTRIBUTION

» The company started to expand to the foreign market after the World Championship in 1994, which was held in the Czech Republic in Hradec Králové. Gappay had the opportunity to show the world its high quality, functionality, and aesthetics for the first time. Thanks to this championship, the dogsport world became aware of the Czech company.

The first foreign customer at that time was Mr. Schmidt from Germany. After Mr. Schmidt, other dealers from different parts of the world became interested in the Gappay brand, until today there are 62 dealers of Gappay products and goods. By virtue of a rich and extensive network of foreign representatives, Gappay products can be purchased by customers all over the world. <

Did you know that...

Gappay exports products to 48 countries worldwide?



Argentina, Australia, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Canada, Costa Rica, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Chile, People's Republic of China, Indonesia, Israel, Italy, Japan, Jordan, Republic of Korea, Latvia, Lebanon, Lithuania, Malaysia, Mexico, Netherlands, Norway, Peru,



The first product offer was published in 1992 in a combination of an advertisement and a promotional leaflet. Although it was not a catalogue as such, we can, already in view of the time, consider this product overview as the first predecessor of the catalogue.

The actual catalogue with the offered portfolio (products marked with catalogue numbers, names and photographs) was published for the first time during the move of the company to the new building in Opava Komárov in 1997. The catalogue was in full colour, A5 format and in the Czech language. A wide range of Gappay products already appeared in this catalogue, not only protective sleeves for helpers and sleeve covers, but also tugs, balloons, leashes, dumbbells, harnesses and much more. A separate English and German version of the catalogue was also added to the Czech edition. »

» With gradual development, the addition of new products and innovation, the catalogue format changed from A5 to A4. The new version has also been translated to Czech, German and English.

Even in technologically modern times, a printed product and goods offer is published on paper. There are still customers in the Czech Republic and all over the world who like to flip through the Gappay catalogue with interest and perhaps even a dose of nostalgia. <

Did you know that...

Gappay prints 8,000 editions of its product catalogue?



ORIGINAL GAPPAY CALENDAR = GAPPAY TRADITION

In 2004, Gappay came up with the idea of publishing their own calendar with a dogsport theme and in 2005 the first Gappay calendar was published. It was fortnightly and the pictures consisted of photos from dogsport events, competitions, championships or depicting working dogs.

Over time, the calendar became so popular that the format was changed from a small square design, which served more as a decorative "canine" element, to an oblong weekly working calendar, which was published in this form for the first time in 2015. The company made this decision in response to the customers' desire for a nice and functional calendar. There was also a change in the theme of the photographs. For several years now, customers and fans of the Gappay brand have been sending in photos of their four-legged friends and, from the photos sent in, the most hilarious ones are published in the calendar. Thanks to this challenge, which is announced every year during September, dog owners have the opportunity to have a photo of their pet featured in the calendar.

Currently, 1200 copies of the calendar are published and within a month of delivery from the printer it is completely sold out or travels around the world as donations. <



2004



2005



2022

The owner of Gappay, Jiří Tichý, is not only an active helper, but also a competitor and international judge for dogsport events. This combination has given him the opportunity to experience and gain insight into all branches of dogsport. As a multiple championships participant, he knows exactly what a competitor needs during a demanding competition. In addition to a well- prepared dog, background and strong nerves, clothing is an important part of any competitor. It should be comfortable so that the participant feels at least a little bit comfortable.

Did you know that...

MUDr. Jiří Tichý, the owner of the company, is a two-time champion of the International Championship of the Czech German Shepherd Dog Club?



mr. Tichý - winner of MMCKNO 2006

For several years Gappay has been working with kennel clubs and individuals from all over the world to design functional, comfortable and beautiful representative kits. The outfits are designed and made in limited editions exclusively for specific occasions. Only the participants of the event are allowed to own the specially crafted outfits. Representation suits »

» have stood with their wearers countless times on the podiums of major world events. Maybe it is Gappay that brings the athletes good luck, who knows.

Did you know that...

Up until 2000 the ČINO championship was a national championship but since 2001 has been an international championship with foreign participation?

Gappay also participates in victories in the form of a traveling trophy for the winner of the International Championship of the Czech German Shepherd Club. Jiří Tichý, who was inspired by hockey's famous Stanley Cup, came up with the idea of presenting the trophy. The cup is owned and managed by Gappay, which has purchased it at its own expense and ensures the addition of the name of the new winner to the victors' list. In addition, each year Gappay presents the newly reigning champion with a copy of the Cup to ensure that he or she has a tangible memory. <



Did you know that...

The traveling trophy for the winners of the MMCKNO has carried the names of the champions since 1991?



national team WUSV 2018

LOOKING BACK AT THE ANNIVERSARY

YEAR 2002

The ten-year anniversary of the company's founding was celebrated mainly by the employees. All active Gappay employees gathered with their partners to celebrate the anniversary together with the company.



10th anniversary - Hotel Belaria Hradec nad Moravicí



10th anniversary - Hotel Belaria Hradec nad Moravicí

YEAR 2012

The twentieth anniversary celebrations took place twice. The first event was in the form of an open day at the company's current headquarters on Olomoucká Street. Not only the employees, but also their families and the general public had the opportunity to see the company premises and learn about the production and background of the organization.

The second event was organized for the employees to thank them for their great work. There was good food, drinks and most importantly fun. *dobré jídlo, pití a hlavně zábava.* »



20th anniversary - open day



20th anniversary - open day



20th anniversary - event for the employees

LOOKING BACK AT THE ANNIVERSARY

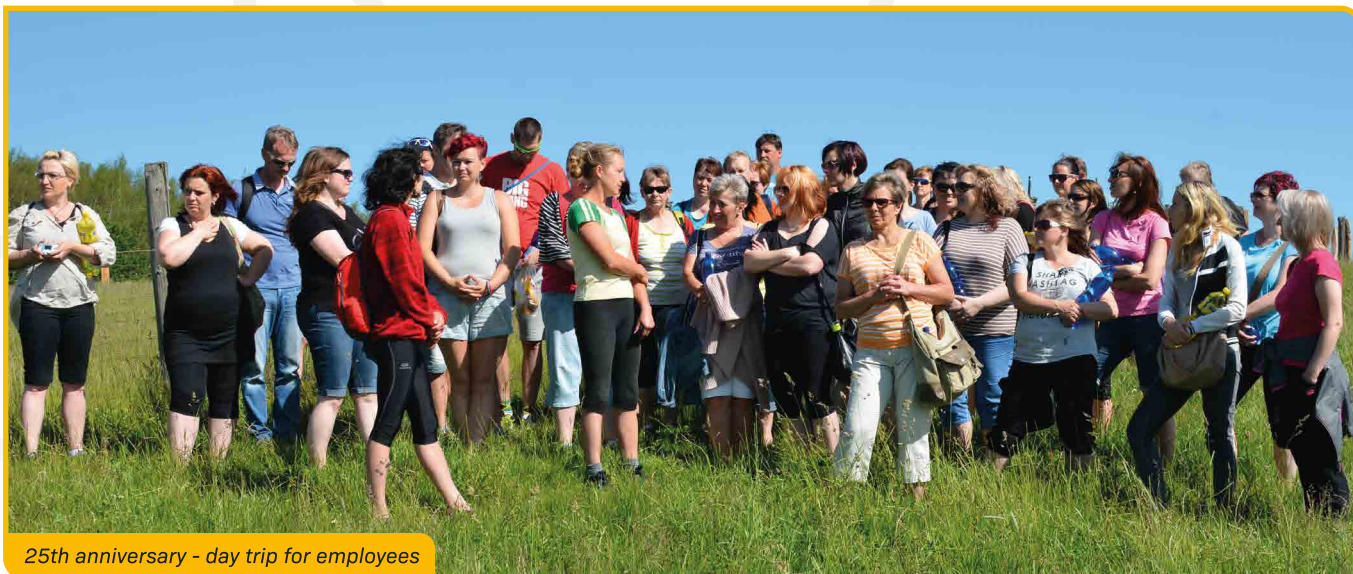
» YEAR 2017

In 2017, the company celebrated its quarter-century anniversary. On this occasion, many foreign representatives honored the organization with their visit. A rich programme awaited them, ranging from a tour and a presentation of novelties and products to a social evening with the first ever public fashion show of the Gappay clothing programme, which was a great success.

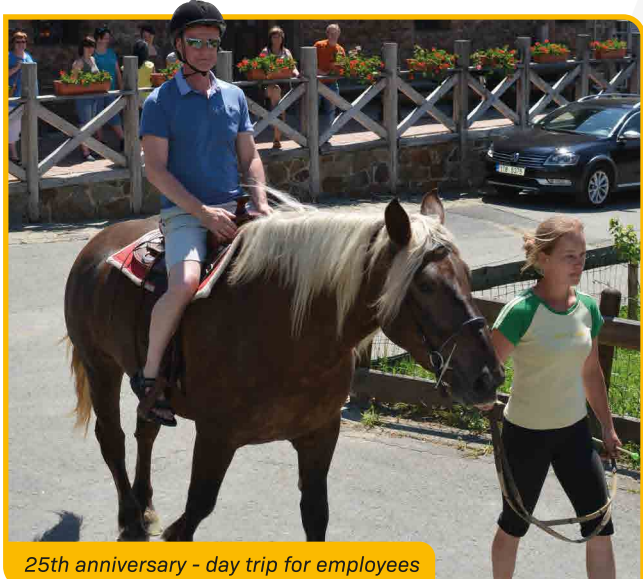
Employees went on a day trip to a nearby farm and stud farm, Frantisek's Court, as a reward instead of work. There they learned about organic livestock breeding, including horses, and the production of now popular and healthy organic products. Good food and great fun was also involved in this trip. <



25th anniversary - day trip for employees



25th anniversary - day trip for employees



25th anniversary - day trip for employees



25th anniversary - representatives meeting



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