A hand is shown holding a tablet computer. The tablet screen displays a wireframe 3D model of a chair, showing its structural framework. The word "stuul." is written in a bold, white, sans-serif font across the middle of the screen, with a registered trademark symbol (®) to its upper right. The background behind the tablet is dark.

stuul.[®]

Media Kit

2022



stuul.[®]

„Toilet Stool Revolution“ Made in Germany.

The first toilet stool to show off.





stuul.[®]

TOILET TALES

Once upon a time in the loo...

Daniel Kövary wanted to surprise his wife with a toilet stool. He had just read the best-seller „Gut. The inside story of our body’s most under-rated organ“ by Guilia Enders and was particularly impressed by the chapter on the usefulness of toilet stools.

Toilets in our western world are proven to be an ergonomic disaster. The 90-degree angle at which we sit not only makes defecation difficult - it also contributes significantly to serious intestinal diseases such as irritable bowel syndrome, chronic inflammatory bowel diseases or even hemorrhoids. The positive medical effect of toilet stools was scientifically proven by a study conducted by Ohio State University [1].

The solution is so simple: place a footstool in front of the toilet so that you can adopt a squatting posture that is natural and far healthier for you.

So, without thinking twice, Daniel bought a standard white plastic toilet stool for the bathroom at home.

When his wife came home a little later and saw the white plastic piece in front of the toilet, there was a brief outcry and the stool was banned from the bathroom again. As an interior designer, this stool was simply too ugly for your lovingly decorated bathroom and not presentable for visitors.

However, this unsuccessful surprise eventually led to the development of the „stuul“ toilet stool.

Together with former BMW designer Ralph Breitenkamp, Kövary developed this important piece of furniture from scratch. stuul consists of two identical individual stools that can be inserted into each other like puzzle pieces to save space.

Thus, at first glance, stuul is not at all recognizable as a toilet stool and becomes a modern health-promoting design object for the bathroom. In addition, it is produced climate neutrally in Germany and is 100% recyclable.



[1] <https://pubmed.ncbi.nlm.nih.gov/30346317/>

stूल.®

stूल

CLEVER

Easy to use.



Lift your stूल.



Separate both stools.



Place your feet.

Space-saving Design.

stूल consists of two identical individual stools that can be inserted into each other like puzzle pieces to save space. Thus, at first glance, stूल is not at all recognizable as a toilet stool and **becomes a modern health-promoting design object for the bathroom.**

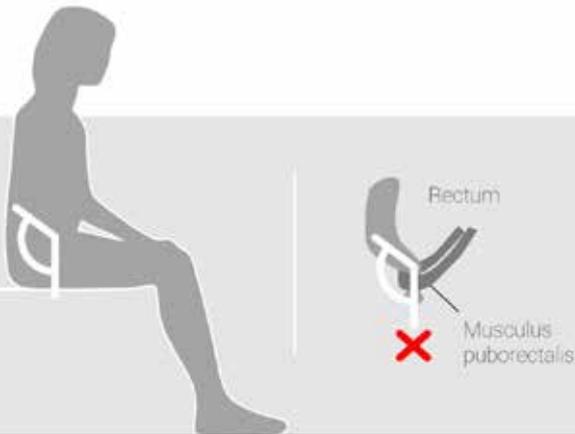


stuul®

BACKGROUND

SIT LESS,
SQUAT MORE.

DEFECATION in **sitting** position



This sitting posture during defecation is not intended by evolution for our body and makes bowel movements enormously difficult.

In our culture, people are used to doing their business in an upright 90° posture. However, this posture is not intended by evolution for our gut health at all.

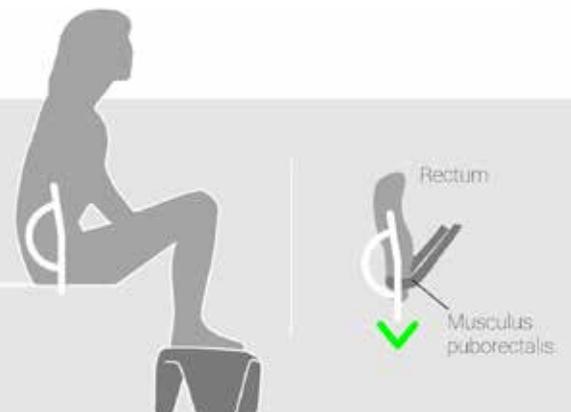
We have a muscle in our body, the puborectalis muscle (or pubic ramus muscle) - which encloses the rectum like a sling. This muscle ensures that our sphincter is relieved when standing or sitting by closing off the bowel like a kink in a garden hose.

The kink in the bowel is important: It prevents the stool from leaving the rectum involuntarily, e.g. when sitting or walking.

DEFECATION in **squatting** position

Only in the squat position is this muscle stretched, allowing for faster and more complete bowel emptying.

Medical experts confirm: The daily bowel movement should be performed in the squat position. Stuul has been optimized to provide a squatting position that is both medically ideal and more comfortable. The squatting position is the natural way to defecate.



In the squat position, the rectal kink is stretched, making bowel emptying much easier.



stूल®

ABOUT GOOD DESIGN

„stूल is re-thinking the toilet stool. We are turning a forgotten yet incredibly useful product into a desirable, sustainable, practical and beautiful premium lifestyle article. It is the first attempt to disrupt this important product area through an innovative and holistic design approach.“

Dissolving the typical stool shape.

The actual design achievement was to completely dissolve the shape of the stool by making it two-part, thus breaking the mostly negative chains of associations that arise when looking at a conventional toilet stool.

For our unique and innovative design we have been awarded the Universal Design Consumer Award, the GOOD DESIGN Award and the International Design Award (IDA).

Our design enriches every bathroom.





stूल®

MADE IN GERMANY

Minimizing our ecological footprint.

As far as sustainability is concerned, the differences to competitor products are not quite as obvious as with our design but at least as great.

For one thing, our stूल is produced in a climate-neutral process in Germany and not, like most other toilet stools, at the lowest possible cost in China or other Asian countries. This way we can ensure that the very highest environmental standards are already implemented during production.

In addition, we ship the products directly from the production site to the customers, which minimizes the transportation distances. Of course, we also take care of CO2 offsetting for the shipment.



REDUCE

The fact that the stूल consists of over 90% air alone allows us to save large quantities of material. We do not use plastic packaging and only use an environmentally friendly cardboard box.

RECYCLE

Stूल is made entirely of the monomaterial EPP and is 100% recyclable. Returns can be fed back into the material cycle without loss.



RE-USE

The recycled content in all our stools is up to 25%. Stूल Ocean also consists of a high percentage of recycled waste from the maritime industry, such as discarded fishing nets and boxes.

ABOUT EPP

Expanded polypropylene (EPP) is one of the lightweights among polymer foams. With the lowest densities in the range of 20 to 200 kg/m³, EPP enables the use of fossil resources to be minimized because, in relation to the component volume, 75 to over 95 % of the molded part is filled by air.



stuul.[®]

CONTACT US

The stuul is so much more than a conventional toilet stool.

There are so many stories to tell around this product.

We invite you to contact us at any time and explore the many facets of this product - from its health benefits to its exceptional design to its many aspects of sustainability.

Also our personal experiences during the development of the product and the company also offer many interesting aspects and insights into the ups and downs of entrepreneurship.

„In a few years there will be - besides the great SquattyPotty from the USA - a second toilet stoolbrand that everyone knows: Our stuul from Germany.“

Let's write a story together.

Get in touch now.

Daniel Kövary

e: daniel@juuce.online
t: +49 (0) 176 32 838 792

Philipp Benz

e: philipp@juuce.online
t: +43 (0) 670 701 7221

