

Natural walking experience

kybun AG, based in Sennwald, Switzerland, has put together a special kind of walking course that allows you to discover how to walk with a natural gait and posture for free. Swiss shoes have been manufactured in the Sennwald industrial area for many years. But these are no ordinary shoes; they are kyBoot brand shoes that feature an air-cushion sole that is unlike any other sole in the world.

Handcrafted in Sennwald

Karl Müller and his team developed a completely new, special kind of shoe. A team of in-house and external specialists collaborated to design the shoe models, of which almost a million units have been sold to date. Over 20 employees meticulously produce around 250 pairs of this air-cushion shoe in Sennwald every day – largely by hand.

Healthy walking experience

Karl Müller is the inventor of these special shoes, made in Sennwald. He and his managing directors have the ambitious aim of “enabling people – even those who are at an advanced age – to walk without pain their entire lives”. Those who wear kyBoot shoes are able to walk with a natural gait on soft, springy air-cushion soles, protecting their joints. “Walking can involve a great risk of causing pain in the musculoskeletal system,” says Müller. This pain is due to the damage caused by the impact of walking ‘incorrectly’ on hard surfaces or by sitting for long periods of time.

Open day

Those who are interested in finding out how to avoid such damages can attend the new Walk-on-Air World at the factory in Sennwald. The factory experience aims to inspire visitors to take their own initiative in taking care of their health and well-being. It offers a wide range of information, thought-provoking ideas, tips and personal testimonies. Visitors can experience all of this as part of a group. The factory experience will be introduced to the general public as part of an open day tomorrow, Saturday, from 10 am to 4 pm.

Promoting health tourism

At the same time, Walk-on-Air World aims to be more than just a factory experience. It was also created to promote health tourism, which is a sector that already exists in the form of various services and is seen as a valuable opportunity by hotel and medical industries in Eastern Switzerland. Frank Bumann, Director of St. Gallen-Lake Constance Tourism, is very pleased that kybun AG is contributing to the health tourism sector by offering the new factory experience.

Experience the pleasure of walking

Visiting groups can go on an informative and active walking course that features many different stations at the kybun AG factory in Sennwald. Visitors can find out how a poor gait puts a strain on the musculoskeletal system and how this strain on the body can be relieved by improving your gait.

The kybun factory experience in Sennwald allows visitors to learn about the right type of movements for their bodies and how to adopt a healthy, natural gait through hands-on activities rather than dry and theoretical lessons. Visitors can assess their fitness and mobility by going through various movement check-ups at Walk-on-Air World. They can try out exercises and feel the beneficial effects on their bodies.

Open day tomorrow

Visitors will wear a pair of kyBoot shoes during their entire visit to the factory experience at the Swiss air-cushion shoe production facility. This way, they can personally experience the soft, elastic feeling of walking in kyBoot shoes. Visitors can stop by the numerous stations during the new factory experience and participate in the hands-on activities during the open

day tomorrow, Saturday, from 10 am to 4 pm. There will be musical acts, games and entertainment in addition to a wide range of information and guided tours – offering something for adults and children alike.

The hazards of walking on hard surfaces

Every step you take on a regular, hard surface causes damage to your joints and musculoskeletal system. Karl Müller is the inventor of the orthopaedic shoe. He realised that people living in societies where it is common to walk barefoot on soft, natural surfaces do not experience pain in their musculoskeletal system even at an advanced age. This discovery inspired him to find a way of allowing people in urban areas to also walk on soft, elastic surfaces. His ultimate goal is to eliminate the pain that many people feel when they move – particularly as they reach an advanced age. This is why Müller collaborated with Markus Barholet – who studied engineering at the Swiss Federal Institute of Technology in Zurich – to develop the kyBoot air-cushion shoe after selling MBT, the shoe manufacturing company he had founded previously. Müller first needed to evaluate production processes, search for the right material that would enable the perfect sole geometry and test a wide range of prototypes in everyday situations.

Made in Sennwald since 2012

The first kyBoot model went into series production in Italy in 2009. Three years later, kybun opened the high-tech production plant in Sennwald, which now produces around 250 pairs of shoes every day. Karl Müller and his long-time friend Franz With say that future expansions of the Sennwald factory will take place entirely in Sennwald: The production hall already has enough room to facilitate further developments. Benedikt Würth, who works at the state council of the canton of St. Gallen, said a few words during the inauguration of Walk-on-Air World yesterday. According to Würth, Karl Müller and Franz With are aware of how beneficial it is for Switzerland that kybun specialises in creating an exceptional product in Sennwald. The factory experience in Sennwald will soon be available for group tours with prior booking. You can make an appointment for a group tour on the company website.

Interview “Our priority is to ensure customer satisfaction.”

Karl Müller - Inventor of the orthopaedic kyBoot shoe

Mr Müller, why did you create Walk-on-Air World in Sennwald?

Being healthy is a great blessing for anyone. Over 183,000 people are admitted to hospital each year due to pain in the musculoskeletal system. This is largely because our generation is a ‘sitting’ generation. At the same time, it is not enough to simply introduce more movement into our lives, which would actually only increase the risk of developing back, hip, foot, leg and vein problems. We have prepared the factory experience in Sennwald with the aim of helping people prevent such problems and allowing our customers to be capable of walking without pain even at an advanced age.

Our motto is:

‘Move better, not more.’

It should feel like you are walking barefoot on a natural surface. Our priority is to ensure customer satisfaction.