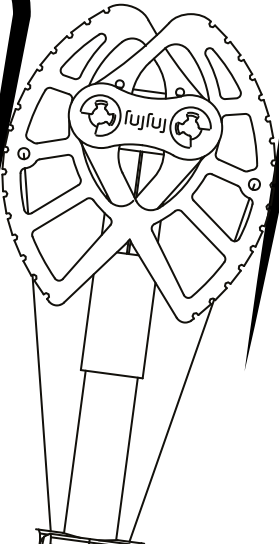
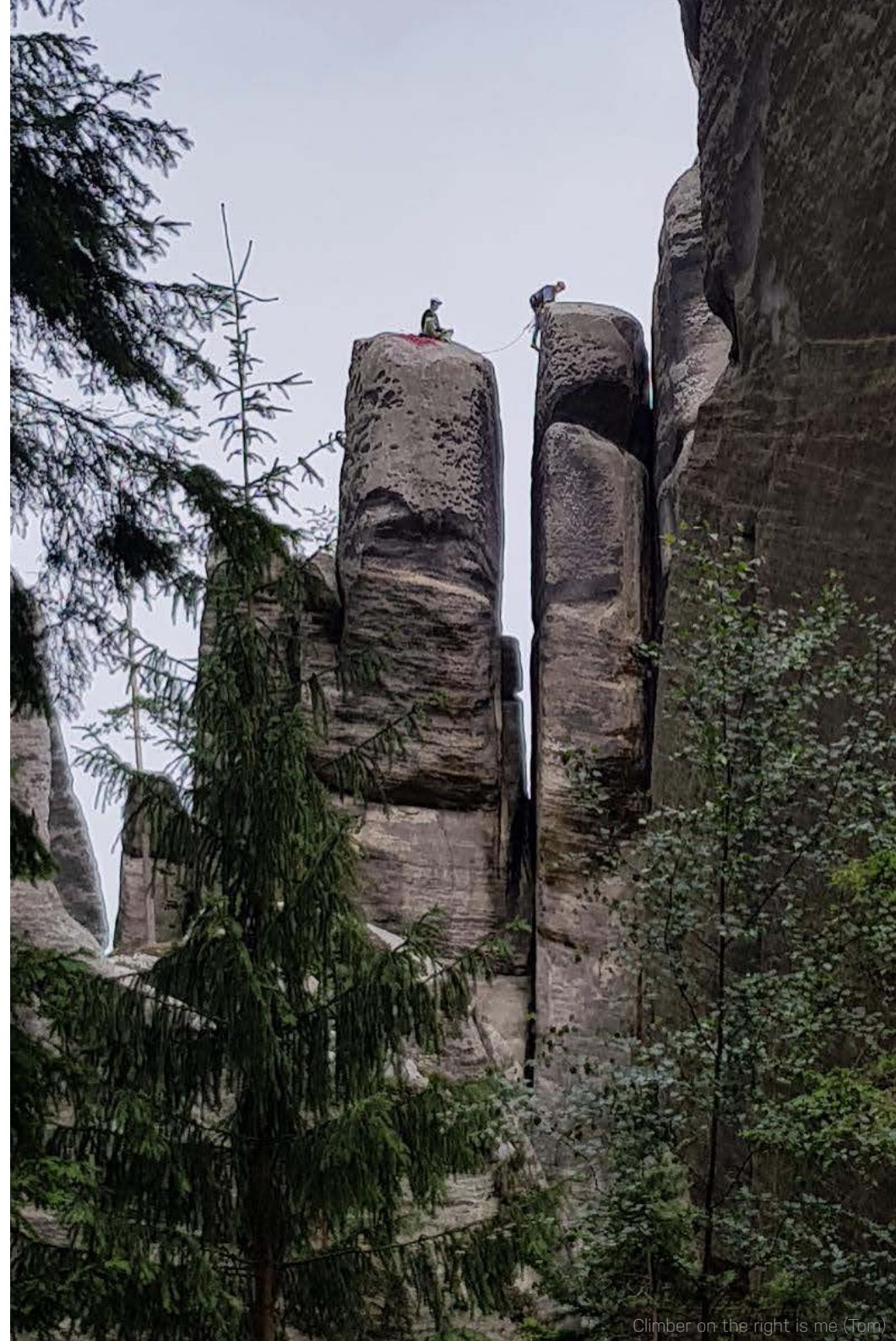


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fujfuj



Climber on the right is me (Tom)



Yes, we really have this Key Holder in our living room ;)

fujfuj

ABOUT US

We are Tom and Jana, a passionate climbing couple behind the fujfuj brand. Our journey began in 2020 with the creation of our first Key Holder, born from our shared love for climbing. For us, it's important to create products that are not only of the highest quality but also made in the EU. We believe that producing locally not only ensures precision and craftsmanship but also supports sustainability, ethical practices, and transparency in the production process. We're continuously working to improve our designs so that every climber can experience the same satisfaction we do with our fujfuj products.

BRAND CREATION

07/2020

Tom came up with the brand name for the products he constantly designs in his free time.



FIRST KEY HOLDER

09/2020

Tom and Jana moved in together and faced the problem of where to hang their keys. And a new Key holder was born.

FIRST SALE

12/2020

After receiving enthusiastic support from their friends, Tom and Jana decided to start selling their product to the world.



FUJFUJ.COM

10/2021

After a first successful year, we decided to create our own online store.

WOODEN KEY HOLDER

05/2022

By chance, the first wooden key holder was created during the production of moulds for concrete casting and it quickly became a bestseller.



NUT PRODUCTION

07/2022

We decided to take our know-how a step further and start completely producing our own Nuts.

SOCKS

02/2023

El Capitan, Matternhorn and Adršpach rocks appeared on our original climbing socks.



CAM KEYCHAIN

03/2024

After many months of development the world's first fully functional Cam Keychain was born.

4 CONTINENTS

2024

Thanks to our partners and distributors, you can find fujfuj products in stores on 4 continents.



EARRINGS & MAGNETS

2025

New product portfolio extension with earrings and magnets.

OUR STORY



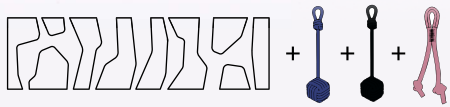
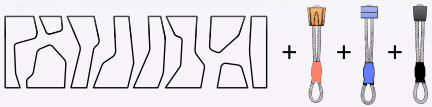
fufufu

KEY HOLDERS

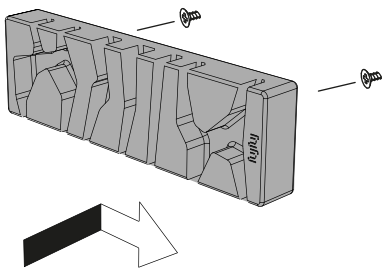
Original, aesthetic design, addictive to use. That's why the Key Holder is an absolute must for every trad climber.

NUTS
Art. 1210

KNOTS
Art. 1211

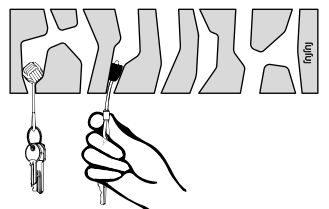


MOUNTING

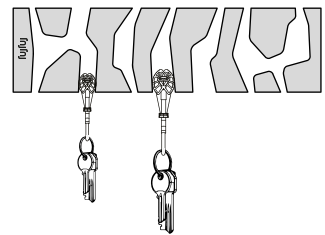


UPSIDE DOWN

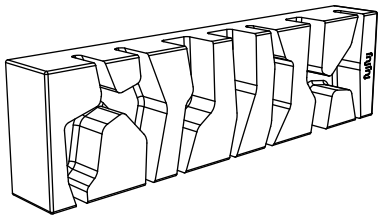
Better for NUTS & KNOTS



Better for CAMS



DIMENSIONS



220 x 60 x 30 mm
8,66 x 2,36 x 1,18 in

**DARK
CONCRETE**
KEY HOLDER CLASSIC 2



Completely new Key Holder with a surface texture inspired by natural rock. In its standard position, it's optimized for holding nut, hex, and knot keychains, but when you turn it upside down, the cracks change to wide, perfect for cam keychains.

Wall mounting is simple thanks to a special screw-in system. The package includes keychains for the selected option, assembly instructions, and an installation kit.

MATERIAL

95 % Concrete
5 % Plastic



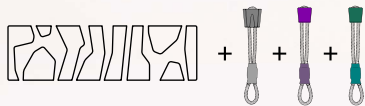
WEIGHT

Key Holder - 540g/19,05 oz
Whole packaging - 630g/22,22 oz

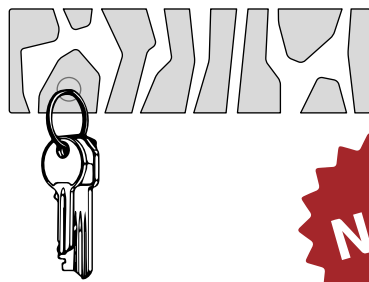


DANCER

Art. 1101



MAGNETIC HOLDING

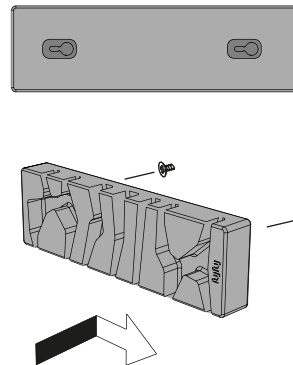


ROCKER

Art. 1102

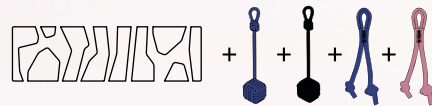


MOUNTING

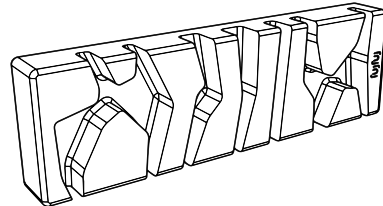


HIPSTER

Art. 1104



DIMENSIONS



200 x 60 x 25 mm
7,87 x 2,36 x 0,98 in

OAK
WOOD
CLASSIC KEY HOLDER



The absolute bestseller of all fujfuj holders. A precision-crafted wooden Key Holder made of local oak wood treated with oil to bring out the grain of the wood. This is the perfect gift for a family of climbers, where each member can hang their keys in their own unique way.

The Key Holder features seven crack-like grooves where keys can be hung using our climbing keychains. It now also includes a magnet, allowing you to hang an extra key without the need for a keychain. The holder offers two options for hanging keys – easy or difficult. Wall mounting is simple with a special screw-in system. The package includes keychains for the selected option, installation instructions, and an assembly kit.

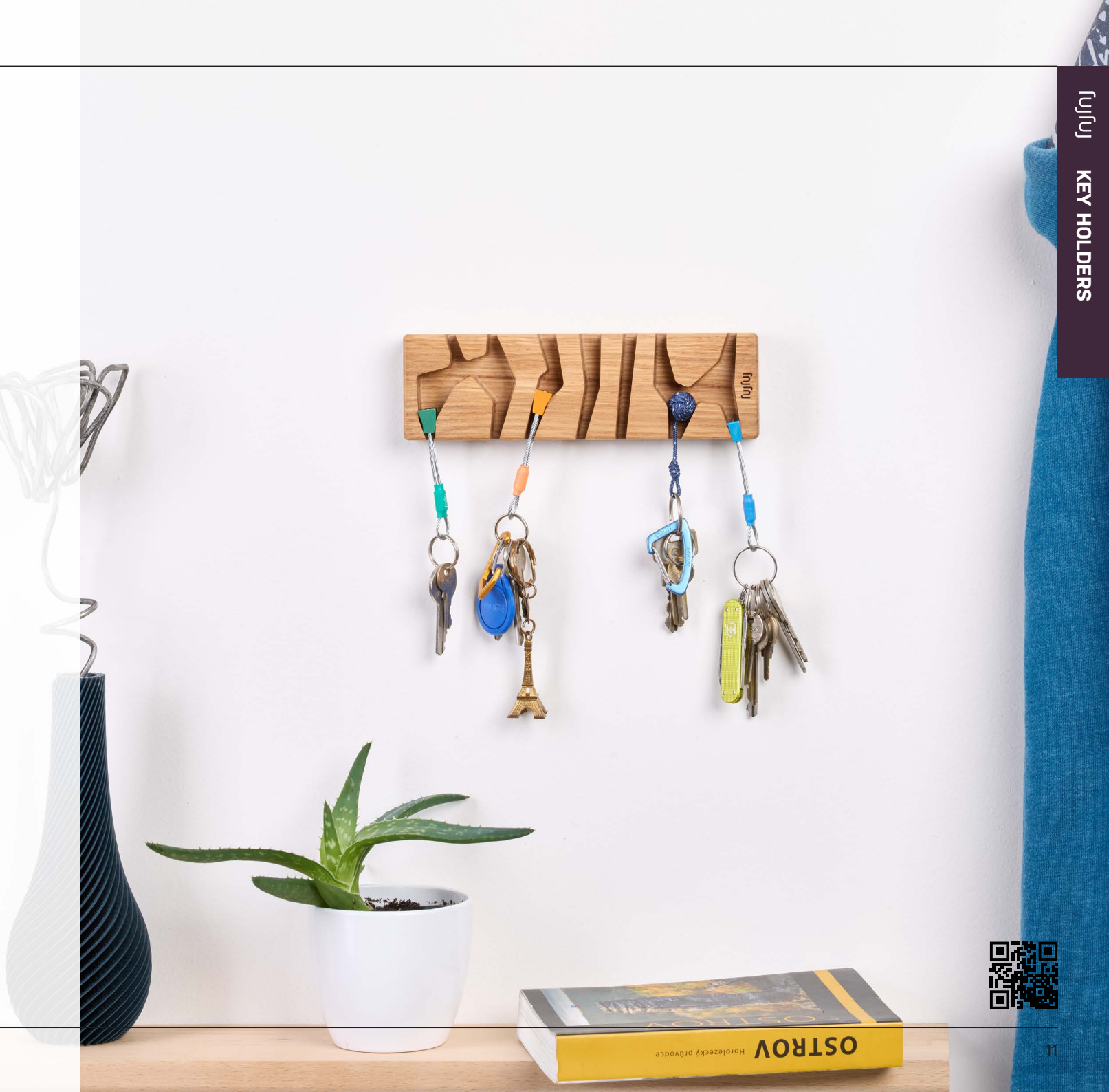
MATERIAL

95 % Oak wood
5 % Plastic

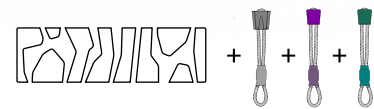


WEIGHT

Key Holder - 165g/5,82 oz
Whole packaging - 250g/8,82 oz



Art. 1401

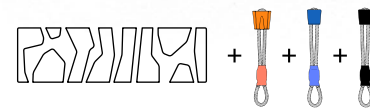


MAGNETIC HOLDING

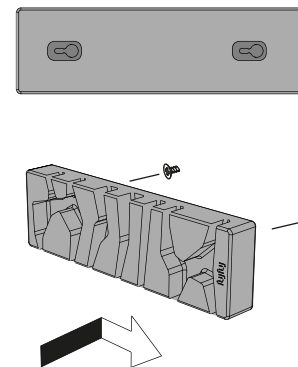


ROCKER

Art. 1402

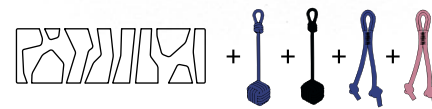


MOUNTING

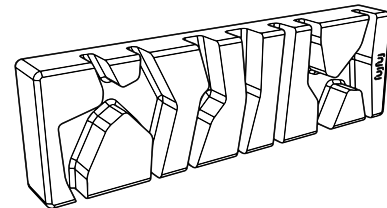


HIPSTER

Art. 1404



DIMENSIONS



200 x 60 x 25 mm
7,87 x 2,36 x 0,98 in

WALNUT WOOD

CLASSIC KEY HOLDER

This luxury edition holder is crafted from a unique type of walnut wood that captures the transition between dark and light shades. Due to the limited amount of this type of wood only a handful of holders with this remarkable aesthetic can be crafted from each tree.

The Key Holder features seven crack-like grooves where keys can be hung using our climbing keychains. It now also includes a magnet, allowing you to hang an extra key without the need for a keychain. The holder offers two options for hanging keys – easy or difficult. Wall mounting is simple with a special screw-in system. The package includes keychains for the selected option, installation instructions, and an assembly kit.

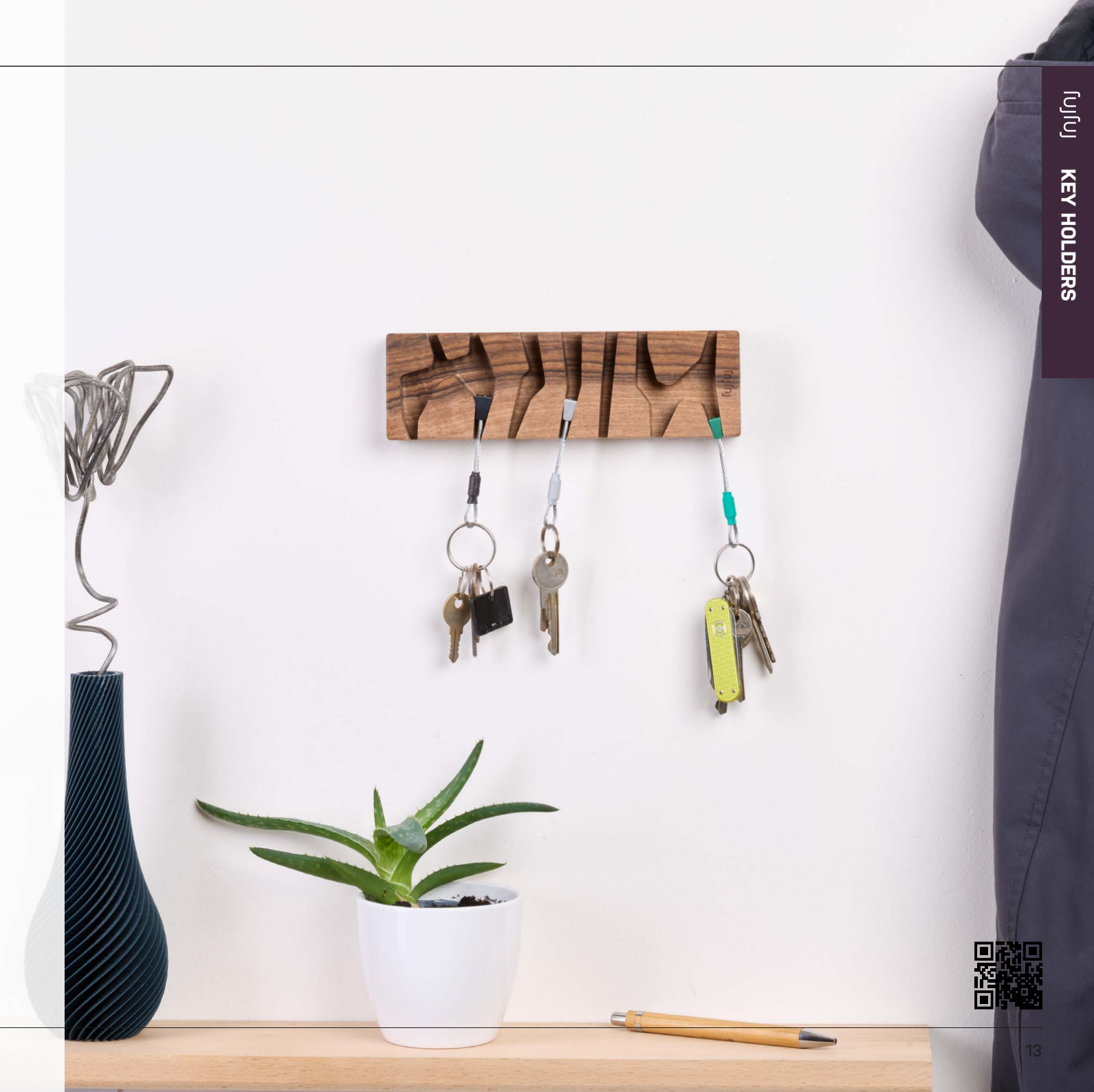
MATERIAL

95 % Walnut wood
5 % Plastic



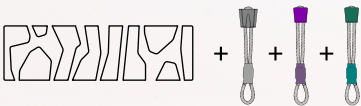
WEIGHT

Key Holder - 165g/5,82 oz
Whole packaging - 250g/8,82 oz



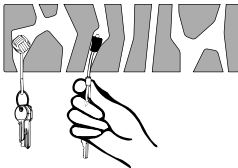
DANCER

Art. 1201

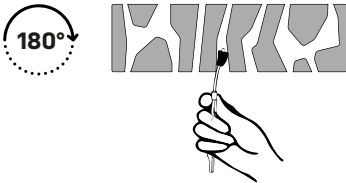


DIFFICULTY

EASY



DIFFICULT

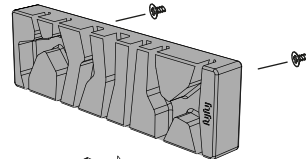
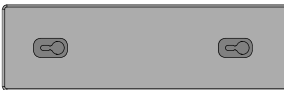


ROCKER

Art. 1202

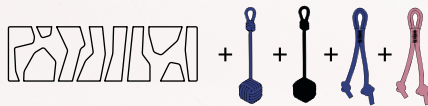


MOUNTING

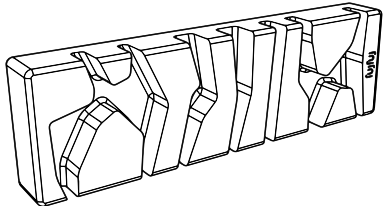


HIPSTER

Art. 1204



DIMENSIONS



200 x 60 x 25 mm
7,87 x 2,36 x 0,98 in

DARK CONCRETE

This Key Holder made of dark concrete is the very first fufufu holder. Its texture resembles the surface of a rock, a feature that has quickly made it popular among customers. With its unique design, it fits into any modern home, contrasting beautifully with the white wall.

The Key Holder features seven crack-like grooves where keys can be hung using our climbing keychains. The holder offers two options for hanging keys – easy or difficult. Wall mounting is simple with a special screw-in system. The package includes keychains for the selected option, installation instructions, and an assembly kit.

MATERIAL

95 % Concrete
5 % Plastic



WEIGHT

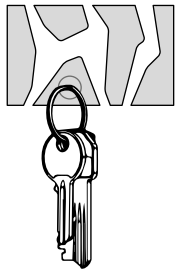
Key Holder - 340g/11,99 oz
Whole packaging - 430g/15,7 oz



BLUE NUT
Art. 1152



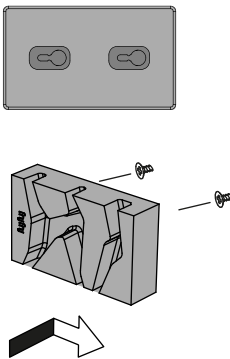
MAGNETIC HOLDING



BLACK NUT
Art. 1153



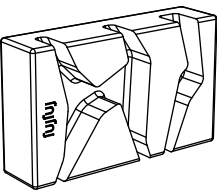
MOUNTING



BLUE KNOT
Art. 1154



DIMENSIONS



100 x 60 x 25 mm
3,93 x 2,36 x 0,98 in

OAK WOOD

MINI 2 KEY HOLDER

A smaller version of the Key Holder is made from locally sourced oak wood. It is an ideal gift for young couples who can decorate their new home with the Key Holder. Singles who don't have so many keys will love it too.

The Key Holder features three crack-like grooves where up to six keys can be hung using our climbing keychains. Wall mounting is simple with a special screw-in system. The holder offers three options for hanging keys: easy vertical, difficult vertical, and horizontal. It now also includes a magnet, allowing you to hang an extra key without the need for a keychain. The package includes keychains for the selected option, installation instructions, and an assembly kit.

MATERIAL

95 % Oak wood
5 % Plastic



WEIGHT

Key Holder - 80g/2,82 oz
Whole packaging - 110g/3,88 oz



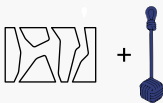
BLUE NUT
Art. 1252



BLACK NUT
Art. 1253

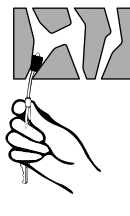


BLUE KNOT
Art. 1254

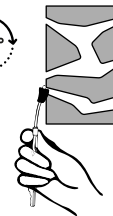


DIFFICULTY

EASY

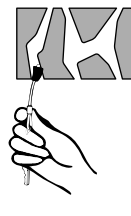


90°

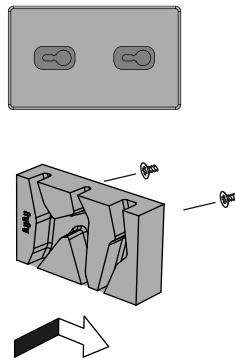


90°

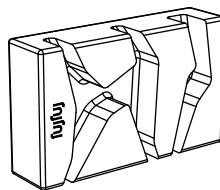
DIFFICULT



MOUNTING



DIMENSIONS



100 x 60 x 25 mm
3,93 x 2,36 x 0,98 in

DARK CONCRETE

MINI 2 KEY HOLDER

A smaller version of the Key Holder made from dark grey concrete, it's perfect for those who appreciate modern design and durability. With its sleek and minimalistic look, it makes a great addition to any contemporary home. Ideal for singles or smaller households with fewer keys, it also makes a unique and stylish gift.

The Key Holder features three crack-like grooves where up to six keys can be hung using our climbing keychains. Wall mounting is simple with a special screw-in system. The holder offers three options for hanging keys: easy vertical, difficult vertical, and horizontal. The package includes keychains for the selected option, installation instructions, and an assembly kit.

MATERIAL

95 % Concrete
5 % Plastic



WEIGHT

Key Holder - 248g/8,75 oz
Whole packaging - 292g/10,4 oz





rujruj

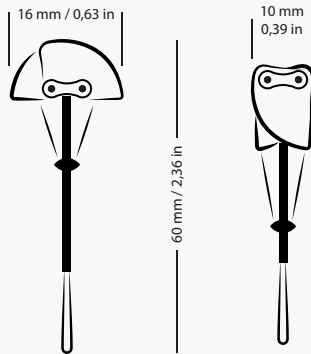
Keychains

With or without a key holder, all climbers love cute climbing keychains.

1
Art. 2401



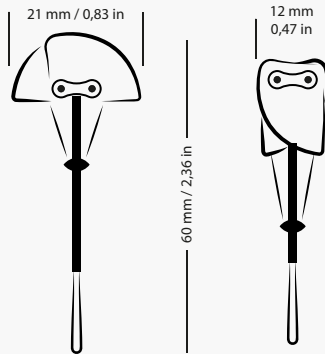
DIMENSIONS



2
Art. 2402



DIMENSIONS



CAM KEYCHAIN



The world's first fully functional miniature climbing Cam Keychain. At just 6 cm in size, it is one of the tiniest cams available on the market. Despite its small size, it remains fully functional and can be placed in any crack. It is compatible with all fujfuj Key Holders.

These cam can only be used as keychain, it cannot be used as climbing protection.

MATERIAL

Stainless steel
Aluminium
Plastic



WEIGHT

Keychain - 2,5 g/0,09 oz





Art. 2501

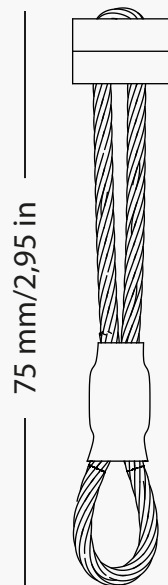


Art. 2502



Art. 2503

DIMENSIONS



HEX KEYCHAIN



The Hexentric-shaped climbing keychain is fully compatible with all fujfuj key holders. It can also be used as a stylish standalone key accessory. Available in three colors, it's a perfect gift for any climbing enthusiast.

These hexs are designed exclusively as keychains and cannot be used as climbing protection.

MATERIAL

- Stainless steel
- Aluminium
- Plastic

WEIGHT

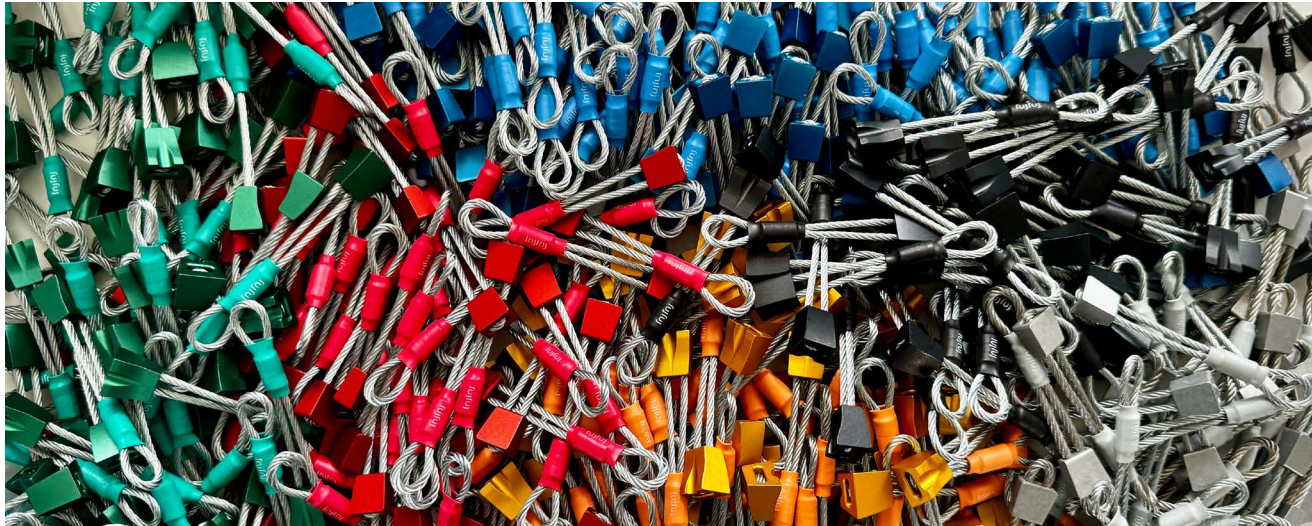
Keychain - 7,5 g/0,26 oz



NEW

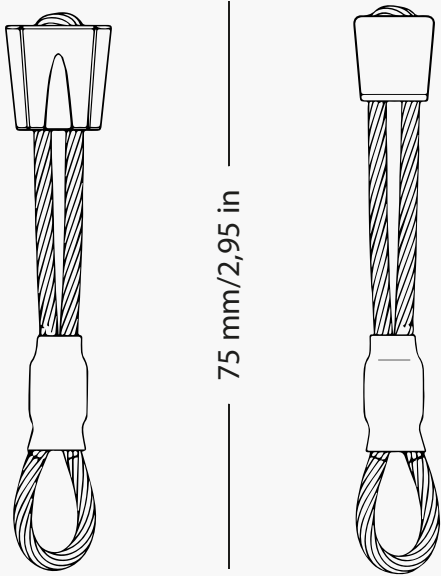


Art. 2008 Art. 2001 Art. 2003 Art. 2005 Art. 2006 Art. 2102 Art. 2104 Art. 2107



Mix of random colors and sizes. Ideal for brick and mortar stores. **RANDOM MIX** Art. 2000

DIMENSIONS



NUT KEYCHAIN

The climbing keychain in the shape of a nut/stopper is compatible with all fujfuj holders. It can also be used as key decoration only. The nuts are available in two shapes and many colours. The smaller nut is rather subtle, with straight walls. The larger nut has a more pronounced and sharper shape. Both fit perfectly into the grooves of the hanger, each having its place there.

A special place has a wooden type made of walnut wood.

These nuts can only be used as keychains; they cannot be used as climbing protection.

MATERIAL

Stainless steel
Aluminium
Plastic



WEIGHT

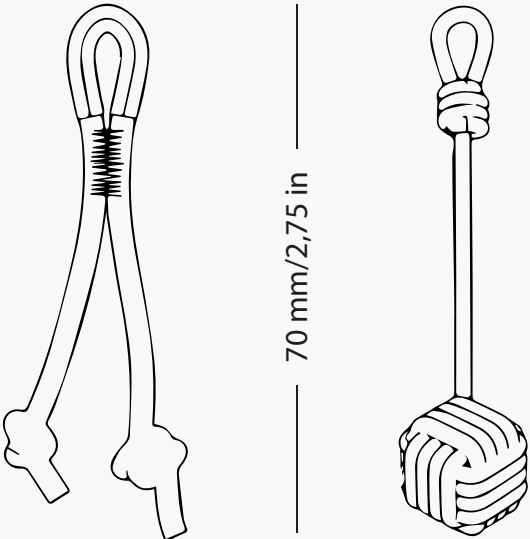
Keychain - 7,5 g/0,26 oz





Mix of random colors. Ideal for brick and mortar stores. **RANDOM MIX** Art. 2200

DIMENSIONS



**KNOT
KEYCHAIN**

Original climbing keychain in the shape of rope cherries or monkey fists. These types of knots are commonly used as protection when climbing on sandstone rocks. The keychains fit perfectly in the grooves of all fujfuj hangers, each having its place there. They can also be used as solo keychains. Both types of knots are available in many different colors.

These knots can only be used as keychains; they cannot be used as climbing protection.

MATERIAL

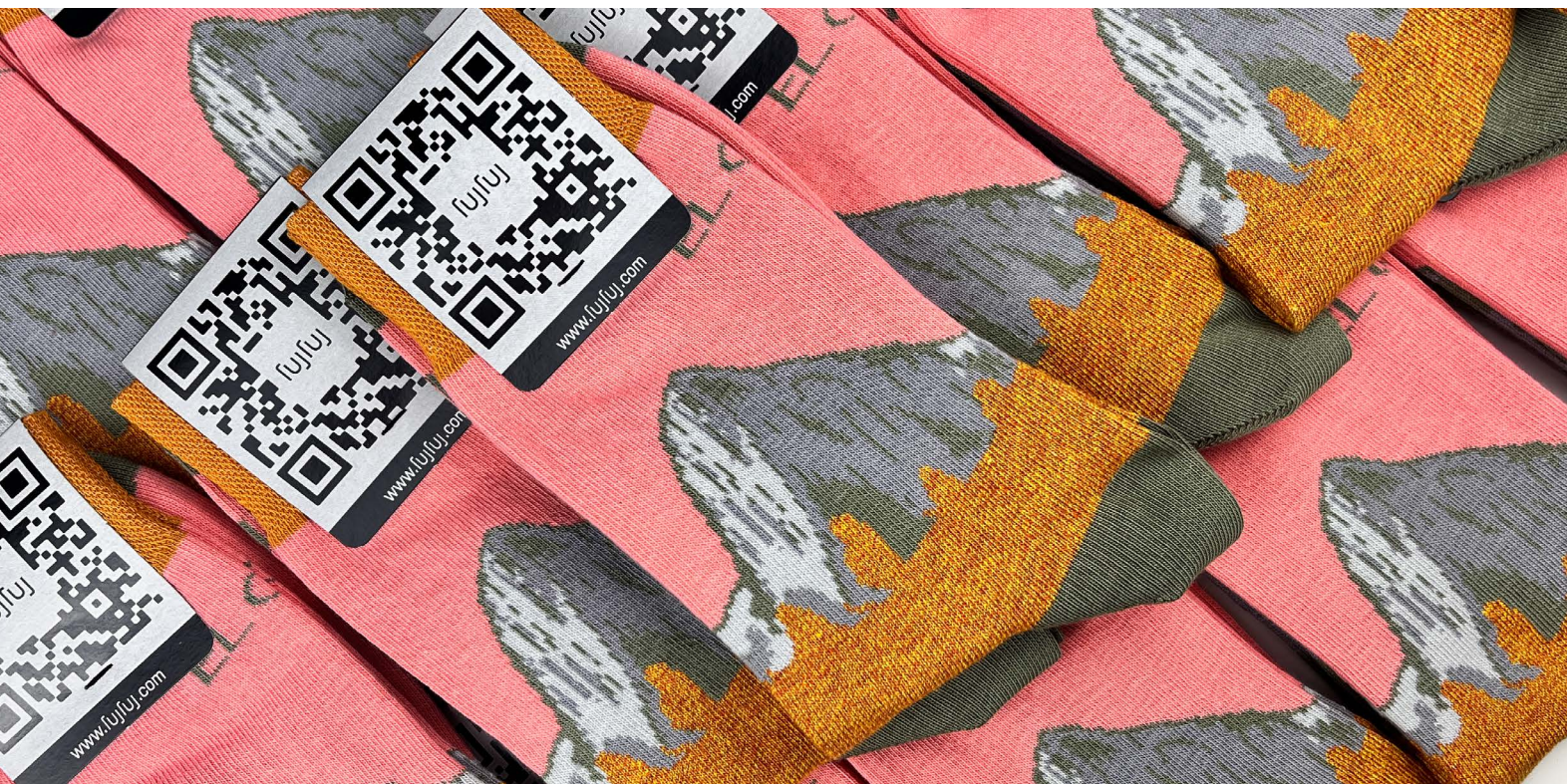
Polyester
Metal
Plastic



WEIGHT

Monkey fist - 4,2g/0,15 oz
Rope cherries - 1,3g/0,05 oz





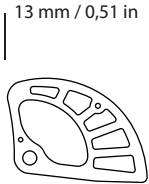
fujfuj

Earrings Magnets Socks

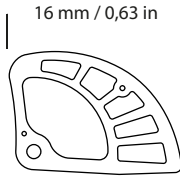
Step up your climbing game with our collection of socks featuring stunning images of the world's most iconic peaks.



CAM EARRINGS - RED
Art. 4001



CAM EARRINGS - YELLOW
Art. 4002



CAM EARRINGS



Art. 4001/4002

Unique rock climbing earrings in the shape of miniature cam lobes are available in two colors and sizes. A stylish accessory that combines a passion for climbing with a nice design.

The hooks of the earrings are made of hypoallergenic stainless steel for maximum comfort.



MATERIAL

Stainless Steel
Anodized aluminium



WEIGHT

One pair - 0,7g/0,025 oz





KNOT EARRINGS - Pink
Art. 4011



KNOT EARRINGS - Black Rainbow
Art. 4012



KNOT EARRINGS

Art. 4011/4012

Monkey Fist stud earrings are inspired by the classic Monkey Fist knot. They combine a minimalist design with a silver plated stud post for maximum comfort.

Handmade in the Czech Republic. A stylish accessory for climbers and outdoor enthusiasts alike.



MATERIAL

Silver plated stud posts
Polyester cord



WEIGHT

One pair - 0,8g/0,028 oz



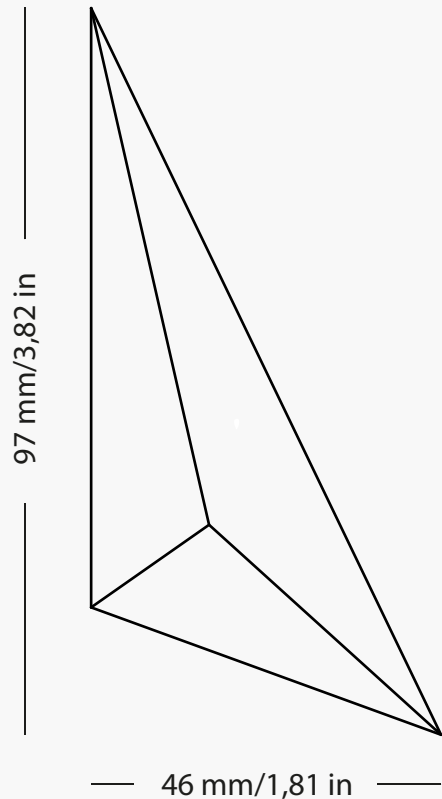
VOLUME 1. - Black
Art. 5001



VOLUME 1. - Blue
Art. 5002



DIMENSIONS



**VOLUME
MAGNET**

Art. 5001/5002

Original wooden magnets in the shape of a climbing volumes are a perfect gift for any climber. Made in the Czech Republic, they combine a sand-textured surface with natural wood.

Available in two colors – blue and black. A great accessory for a fridge, board, or any metal surface.

MATERIAL

Beech wood
Resin with sand

WEIGHT

14,7g/0,52 oz





ADR

Art. 3003/3005

Embark on your climbing adventures with our Adršpach socks, thoughtfully designed to complement the captivating beauty of the Adršpach Rocks – a renowned climbing haven.

These socks seamlessly blend style with functionality, creating a connection between your gear and the stunning landscapes that inspire every ascent.



SIZE

37 - 41 EU (4 - 7 UK)
42 - 46 EU (8 - 11 UK)

MATERIAL

80 % Cotton
18 % Polyamide
2 % Elastane

WEIGHT

One pair - 44g/1,5 oz



EL CAPITAN

Art. 3002/3004

The most impressive rock wall. That's El Capitan. Every climber wishes to see it at least once in their life, and ideally to climb it too. With these socks, you can look at El Capitan all day long. To ensure that the wearer can fully enjoy the design, we have included a picture of El Capitan on the instep. We've also placed a picture of the rock on the ankles, which stands out when shoes are on.

The socks are designed for everyday use and are not suitable for demanding sports activities.



SIZE

37 - 41 EU (4 - 7 UK)
42 - 46 EU (8 - 11 UK)

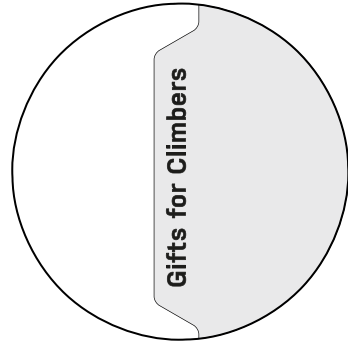
MATERIAL

80 % Cotton
18 % Polyamide
2 % Elastane

WEIGHT

One pair - 44g/1,5 oz



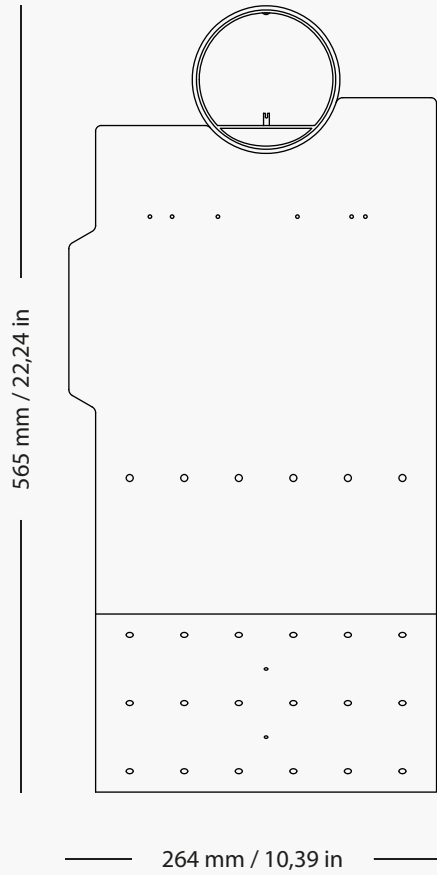


Can be adapted to your language.

Modifiable product display system.



DIMENSIONS



SHOP STAND



Art. 9002

Display stand for brick-and-mortar shop for sales promotion. It's compatible with all fujfuj key holders. Includes a modular system for displaying earrings, magnets and other products.

MATERIAL
Plywood
Plastic





MINI 2



MINI 2 + Cam Keychain



CLASSIC + Cam Keychain



+ SOCKS



+ KEYCHAINS

DIMENSIONS

260 x 70 x 110 mm
10,2 x 2,7 x 4,3 in



SHIPPING BOX

Art. 9001

To ensure that items arrive intact, it's essential to pack our hangers well and safely for transportation to the customer. For this reason, we have developed a special shipping box.

This durable shipping box is designed to withstand even the roughest handling during transit. It is intended for the classic fufufj hanger and the Mini 2 hanger. It can also fit a few extra keychains or one pair of socks.



MATERIAL
Paper

