

SINCE 1972

Our history

With over 50 years of history, J'hayber has become one of the most easily recognised and well-known Spanish brands. Since 1972 it has been dedicated to the manufacture and marketing of sports, casual and protective footwear, becoming a benchmark within the sector.

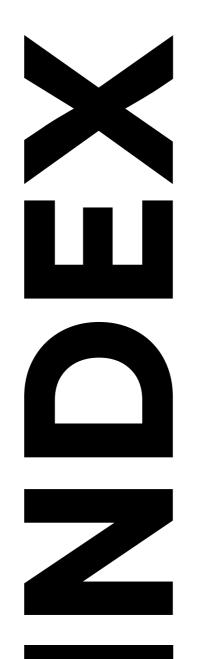
The torch that inspired the brand is brighter than ever thanks to the thousands of customers who support J'hayber year after year. Will you join us?

Keep up the flame









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The Seventies

In 1972, wishing to diversify their business, brothers Rafael and Mariano Bernabéu joined forces with two other entrepreneurs to produce a hitherto non-existent sports shoe. That was the moment when J'hayber was born. That same year, J'hayber brought the first polyurethane injection machine to Spain for manufacturing "glued shoes" (playeras), which then led to a sports shoe with an injected sole. This shoe was designed for mass consumption, and was extremely affordable, durable, and comfortable. The first model in production was the Antorcha, and that 'torch' became J'hayber's trade mark.

In 1975 the Atenas and Olimpos styles were born. J'hayber trainers became renowned as leisure and recreation wear, making their way into every shoe fair, while their flame became a precursor of Spanish sporting culture.

Rafael Nadal gana el torneo «J'hayber»

The Eighties

J'hayber sneakers jumped from tennis and basketball courts to city streets, school playgrounds, workplaces, everyday life, and even urban "tribes".

In 1985 Atenas and Olimpos were revamped as New Atenas AND New Olimpos and were so successful that they are still going strong to this day. Their features: tough, adaptable, flexible, comfortable, and unbreakable, meaning they qualified as "technically perfect" sports shoes, which is how they made it on to television. Since the 1980s, J'hayber has been etched into the memory of several generations, with television appearances featuring the support of Antonio Díaz Miguel, a national sports star, an Olympic silver medallist in Los Angeles and national basketball coach. Other sporting legends such as basketball's Antonio Martín, Alfonso del Corral and Uliana Semiónova also joined in, while sports clubs and elite athletes from other disciplines such as handball, football, tennis, and

In 1989, the production of sportswear, backpacks and accessories for sports and leisure began. One of the textile lines was Traxbay, clothing specially made for surfing and skiing, with remarkable success among both professionals and fans of the sports.

beach volleyball also sponsored the campaign.

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The Nineties

In the 1990s new styles were created from the famous Olimpos collection, providing more footwear for sports, leisure, and free time.

In 1993, as part of its firm commitment to Innovation, Research and Development, J'hayber participated in the creation of INESCOP and the Biomechanics Institute of the Polytechnic University of Valencia, institutions it has collaborated with in the development of new styles.

In 1996, J'hayber took on a new challenge, bringing all of its technology and sporting DNA to the world of work. J'hayber Works was created to provide protective footwear and workwear of the highest quality, technological innovation, and design, whilst continuously investing in research, state-of-the-art machinery, and the finest materials. Since then, J'hayber Works has become part of numerous companies, clothing and protecting thousands of workers.

21st century

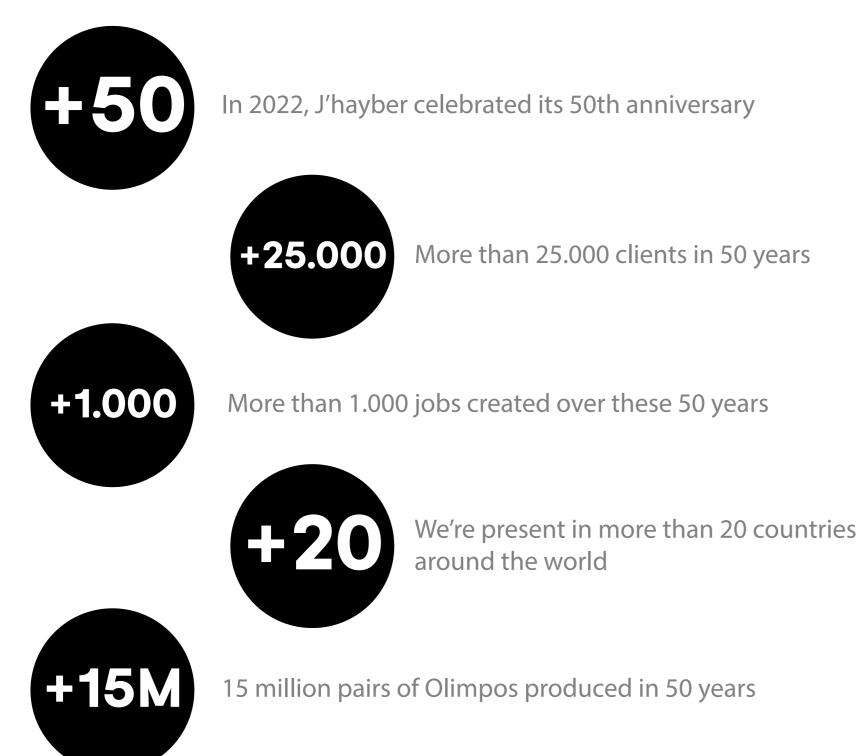
With the arrival of the new century, and in keeping with its deeply held sporting philosophy, J'hayber sponsored the National Tennis Championships and the J'hayber Tennis Tournaments, won in 2001 by Rafa Nadal from the Manacor Tennis Club. J'hayber played with the elite teams: Rayo Vallecano, Basket Pamesa Valencia J'hayber, J'hayber, Elche Volleyball Club, J'hayber, Athletics Club Playas de Castellón and the cycling teams from the Valencian Community and Murcia.

In 2008 J'hayber entered the world of padel, becoming a leading brand for footwear, clothing, rackets, accessories and even padel courts. To cement their position, the company sponsored Padel Pro Tour tournaments and big names in the sport: Gaby Reca, Hernán "Bebe" Auguste, Miguel Lamperti, Matías Díaz and Agustín Gómez Silingo "La Bestia".

2009 saw the revival of vintage styles for a relaunch in collaboration with illustrator Alex Trochut. This collection was launched in Calle Fuencarral, Madrid, the beating heart of fashion and footwear.

In 2011, with the aim of bringing the brand to a younger audience, J'hayber brought in the singer Dani Martin as brand ambassador, designing his own line of trainers and transmitting the brand's own values: endurance, authenticity, freshness, and energy, under the slogan "ser es mejor que aparentar" (being is better than pretending).

In recent years, the company has worked hard to break into exportation and international markets, and now has a presence in 20 countries. The brand continues to shine around the world through a variety of media and with influencers, celebrities, TV programmes and sports bringing it ever closer to consumers.



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Protection

Sportsmanship

Safety

Olimpos

The Olimpos collection represents 50 years of the history of a brand, of a shoe and of thousands of Spanish families. A collection that has also made history in sport, especially basketball and tennis.

Olimpos shoes are the result of a tireless quest for the best materials and production processes and an ergonomic design for maximum comfort and durability: the origin, masterful result, and main exponent of J'hayber's collaboration with its technological suppliers, who include INESCOP and the Institute of Biomechanics of the Polytechnic University of Valencia (IBV).

This is why the Olimpo was born, and continues to be, technically perfect, because it incorporates the most avant-garde technological, anatomical, medical, and sporting research into each new collection.

Thanks to the Olimpo, J'hayber has always been a leading Made in Spain brand, because the whole collection is, and always has been, made in the same factory, in the same place as always: Elche, Spain.





The J'hayber "Comfort" collection includes an insole made from memory foam in a variety of densities, cushioning each step before recomposing itself for the next. This has the effect of enhancing both comfort and shock absorption and reducing walking fatigue.

J'hayber has 3 insoles in its collection: "Comfort Foam", "Comfort Feel" and "Comfort Fast". Each one provides different densities in the various parts of the sole, which means greater cushioning depending on the style of footwear, the target wearer and recommended use.

Both the sports and casual lines include models with "Comfort" insoles.



Comfort Foam is the original J'hayber insole. Its lightweight and flexible composition absorbs impact, making it the ideal insole for walking, thanks to its comfort, stability, cushioning and breathability.



COMFORT FAST DE PLANTILLA DINSOLE J'hayber

The J'hayber Comfort Feel insole is made from a high-density foam, intensifying the feeling of comfort with each step, thanks to its spring-back effect, and ergonomic design that adapts to your foot perfectly. Comfort Fast is the insole that is immediately comfortable. This new family has its origins in a memory foam insole with increased density, meaning greater cushioning for impact and, in turn, reduced fatigue thanks to the rapid spring-back effect of the foam.



Sport

J'hayber has been a sports brand from the very start, especially focused on tennis and basketball at a professional level. With our accumulated expertise, we have acquired extensive knowledge of our users' sporting requirements, meaning we can design and adapt to the most innovative and ergonomic developments for each sport, whether indoor or outdoor. Our sports footwear is aimed at moderate intensity users in sports such as running, trail and outdoor running, and at an advanced technical and professional level in padel.



Aqua Repellent technology is a special water-repellent treatment applied to outdoor footwear that can stop moisture from penetrating inside.



The Dual Breathable Techmesh technology achieves bi-directional breathability in the fabric, through the effect of the dual cross mesh used in the body of these shoes, keeping your foot dry.

terraTRAK

The TerraTrak system is a hybrid for sport on uneven terrain and sport on asphalt. This system is achieved with a trail upper and a multifunctional, indented sole with a higher drop and adaptive cushioning.

Running





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The design of Sneakers allows for endless combinations, mixing fabrics, colours and textures, different sole heights and detailing to make trainers unique pieces especially for fashionistas.

J'hayber creates casual footwear with sporty, casual, and classic looks – something for all occasions.

RAVEL



These renowned American boots are already a J'hayber classic. Traditionally worn by the most seasoned travellers, the boots have been updated for everyday use.

J'hayber Travel is a collection that has an outdoor image, but with a casual, urban look that is perfect for the whole family.



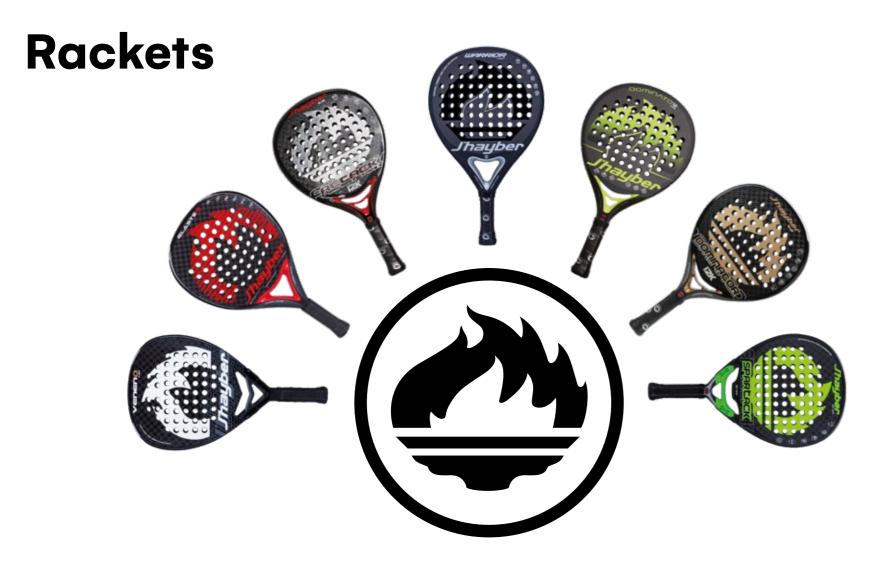
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J'hayber Off Trainer are sporty sandals ideal for hiking, trekking, or combining with casual wear.

The soles are designed for excellent grip, flexibility and comfort. There are a wide variety of options, including versions with toe caps for greater protection, Comfort insoles and even versions made with leather.





Since 2008 J'hayber has been a leading brand in the world of padel and everything to do with the sport. Our research investment into all things padel related has led to us being surrounded by professional players, medical specialists, and technicians, with a result that is technical perfection.

Our sponsorship of Padel Pro Tour tournaments and world figures such as Gaby Reca, Hernán "Bebe" Auguste, Miguel Lamperti, Matías Díaz, Augustín Gómez Silingo "La Bestia", and our support for sports centres and padel coaches have given us a wealth of expertise in the sport.

The design of our rackets, together with the highest quality materials, means we manufacture state-of-the-art equipment for advanced level players.

Footwear and textiles

We also offer a wide variety of padel garments, designed for maximum comfort and breathability. Our catalogue includes clothing for men, women, and juniors, ranging from t-shirts, shorts, skirts, and kits to sweatshirts, jackets, and trousers for the cold season.





Padel is an integral sport for J'hayber, and padel shoes and clothing are essential elements for maximum enjoyment and comfort when playing.

Our padel shoes are made using quality materials and state-of-the-art technology, such as carbon in the soles, for greater durability and adaptability to the characteristic movements involved in the sport, as well as offering great resistance to wear and tear and excellent stability, always protecting players from impact twists or injuries.

What's more, our products have been tested by top national and international padel players, such as Agustín Gómez Silingo (La Bestia), to ensure maximum quality and comfort.

Courts

Here at J'hayber Padel, the Spanish manufacturer of padel courts and sports facilities, we export our Made in Spain trade mark around the world, providing quality, trust, and experience.

With sporting links going back to 1972, we have worked alongside the world's top athletes, learning from their experience to build the facilities that best fit the needs of each discipline. We have introduced cutting-edge technology and innovative processes throughout our brand history, providing a customised service to meet the most demanding international standards.



J'hayber's track record in the provision of sports facilities is inextricably linked to the history of padel. We have forged a close relationship with professionals in the field, so we know how to select the best kind of synthetic turf for each project, providing the ideal bounce by combining durability and suppleness in fibrillated or multifilament turf, in a range of attractive colours. Only in this way can we achieve results we are completely satisfied with.

The safety and quality of the materials are of paramount importance in a padel court. Consequently, entrusting the installation to qualified experts is vital. Here at J'hayber Instalaciones Deportivas we design, manufacture, and assemble your made-to-measure padel court while taking the following specifications into account: structure and hardware, electro-welded mesh, glazing, synthetic turf, lighting and paintwork.





J'hayber Works Industry



J'hayber Works, the safety footwear division, has been providing safety focused solutions in the workplace since 1996. The DNA inherent in our designs is combined with safety, comfort and, of course, rigorous compliance with European standards.

J'hayber Industry is the footwear and textile division providing solutions for workers in industry, construction, logistics, metallurgy, outdoor work, maintenance, and complementary services, who require safety footwear and workwear for optimal performance, and above all, safety.

J'hayber Urban is the latest addition to the company's textile line, with casual–sport style workwear completing the range of clothes for everyday workwear.





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J'hayber PRO

J'hayber Works has combined its experience in the work footwear sector, with its sporty and comfortable origins, to design a line of footwear dedicated to the professional sector – J'hayber PRO.

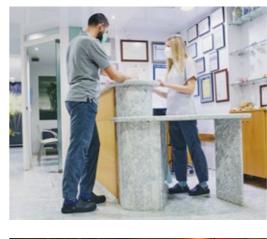
J'hayber PRO is high-quality footwear, made with Premium materials, incorporating the Infinity Comfort Insole, on a sole tested to ensure anti-slip in any situation. A fully ergonomic and high-tech shoe, which guarantees exceptional comfort for the benefit of users' health and wellbeing. Comfortable, lightweight, adaptable footwear for daily professional use. Recommended in sectors such as catering, beauty parlours, clinics, nursing homes, pharmacies, spas, and educational centres, or for any professional who needs to stand or walk for long hours, even outside of work.























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