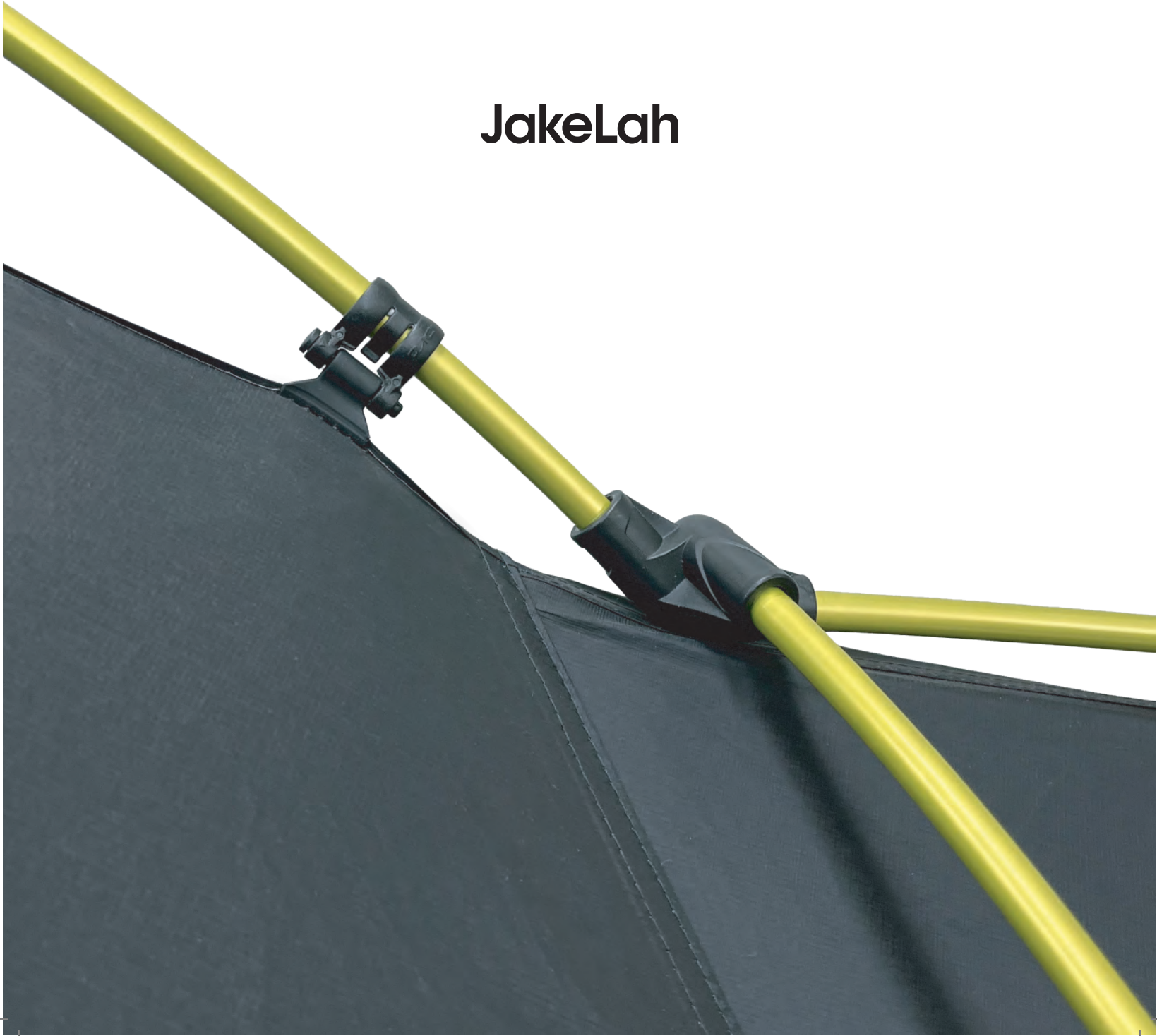
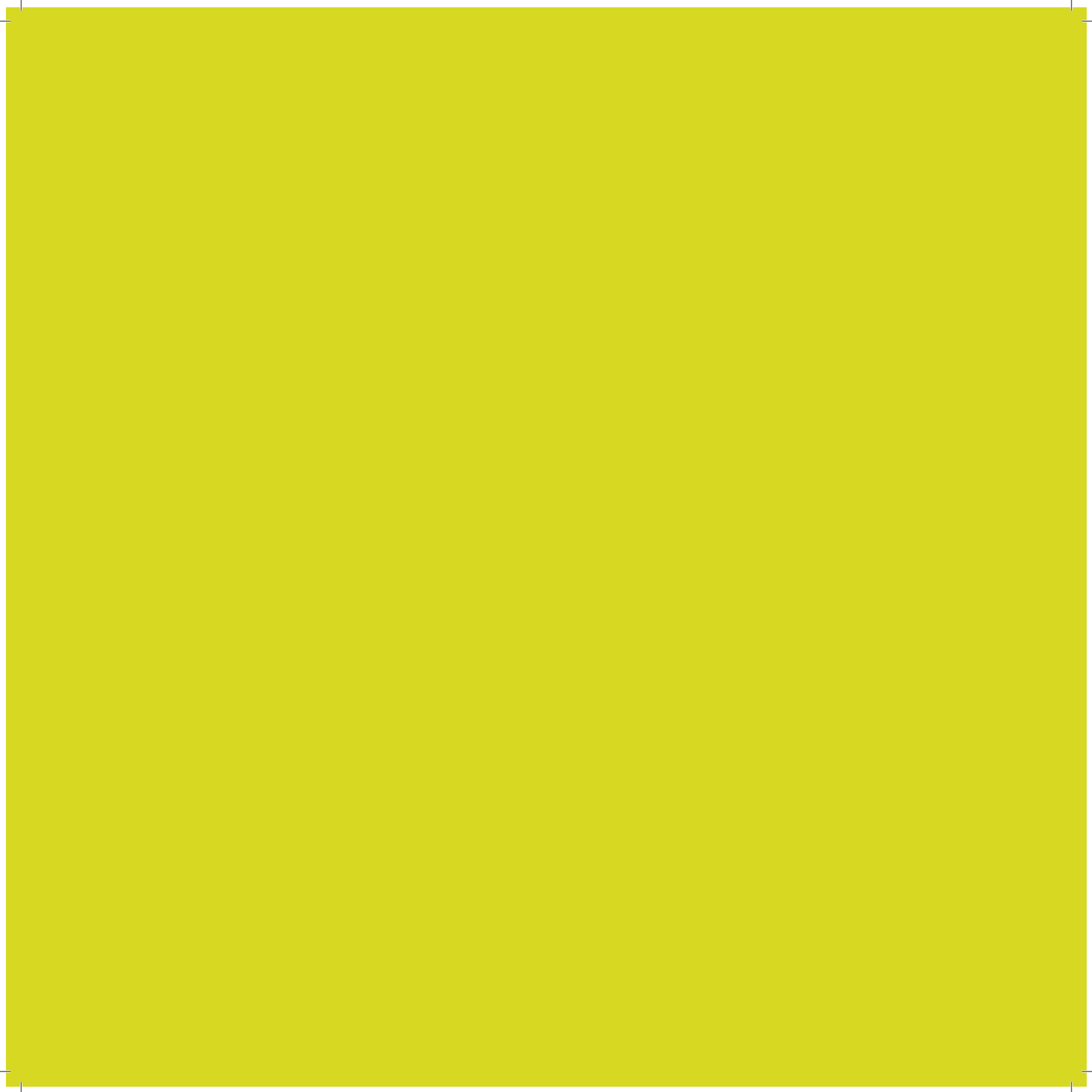
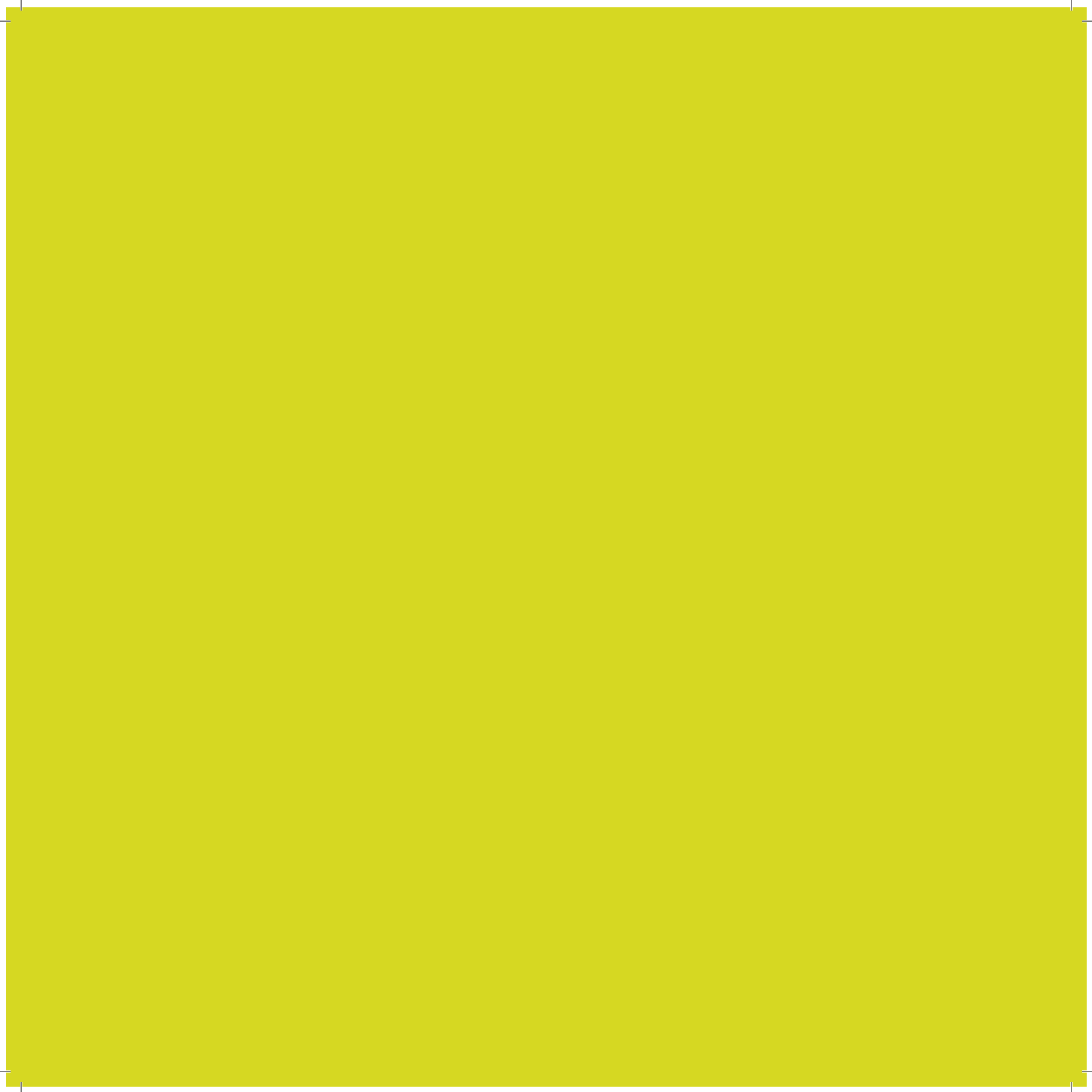


JakeLah







JakeLah

JakeLah Brand Book | 2024

JakeLah Brand Book 2024

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www.jakelah.co.kr | Seoul, South Korea

Written and designed by Seonyoung Sun Lah

Printed in South Korea by Dorang

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City and Nature

People, Nature, Technology

The Daedongyeojido by Kim Jeong-ho, produced in 1861, illustrates the Korean Peninsula's intricate network of mountain ranges and rivers. With three-quarters of its land being mountainous the green peninsula features high peaks and gentle hills, dotted with jewel-like cities in the valleys. Those living in Korea are familiar with the beautiful natural landscapes that serve as a backdrop to the vibrant city skyline.

In summer, you can explore icy valley waters, while winter offers the snowy landscapes of the Taebaek Mountains. Traveling along rivers and accessing the blue sea from anywhere in the peninsula enhances the experience. The southern islands provide an exotic atmosphere, and despite the convenience of urban life, living on the Korean Peninsula remains closely connected to nature.

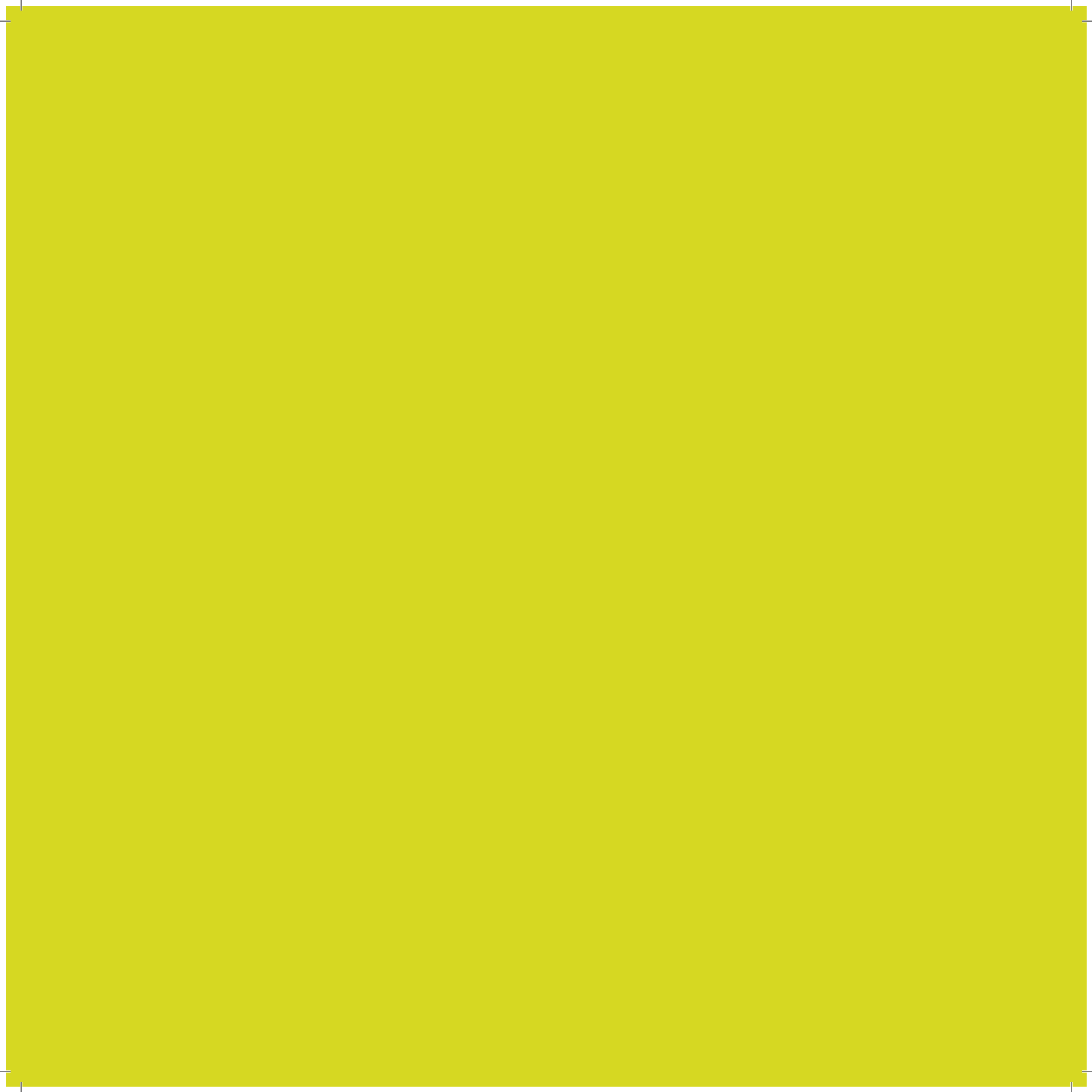


The tent is a house that helps humans stay closest to nature.
Perhaps, in this place where nature and the city are piled up,
it seems inevitable that technology, culture, and nature are connected through tents.

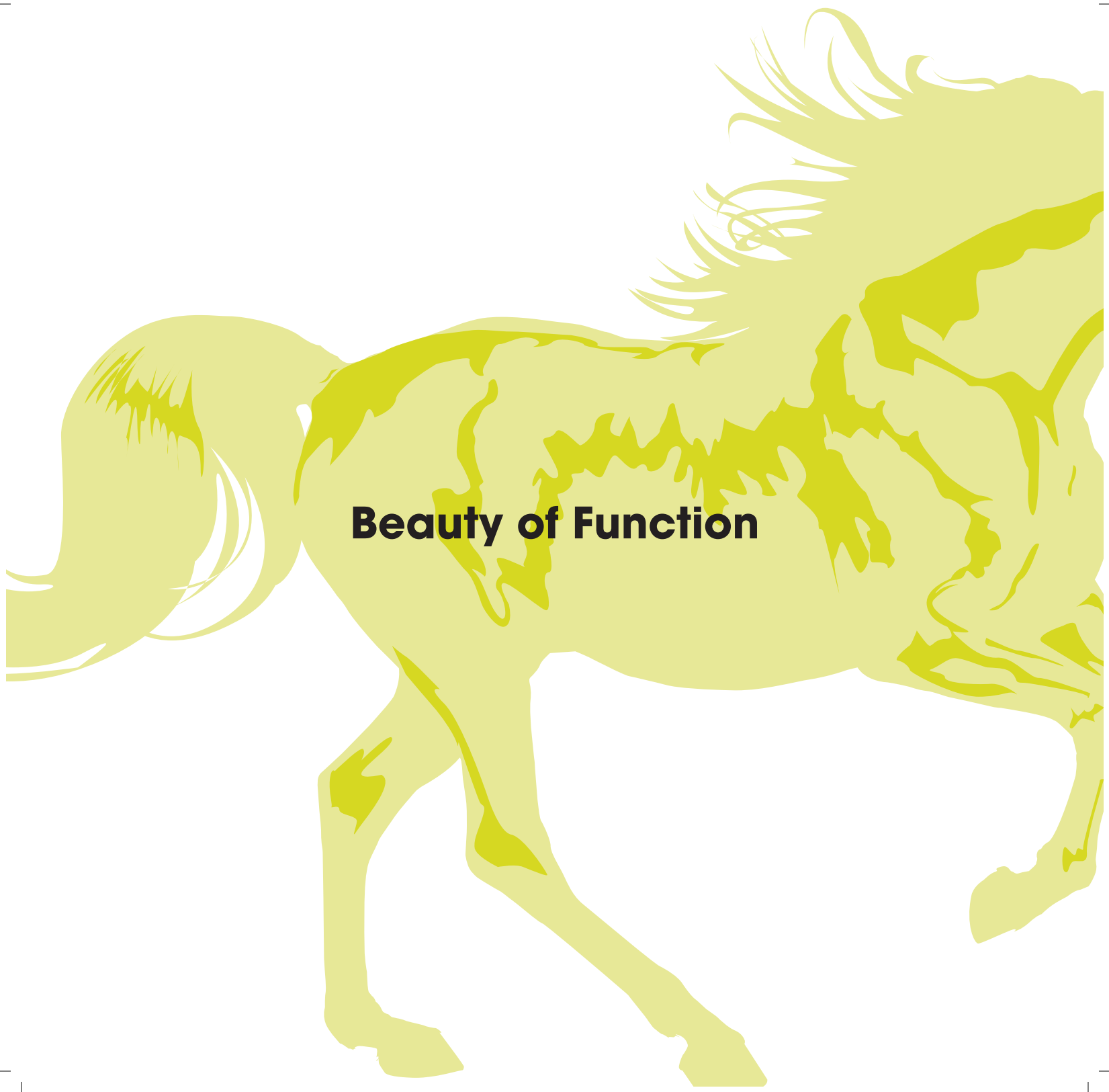
Through our efforts as Jakelah, we hope to get closer to nature,
our mother and foundation, so that this closeness does not harm nature,
and at the same time,
we can enjoy the convenience of technology in nature.

Enjoy the comfort of home in nature with your family, lover, and beloved friends.
Wherever you are, feel at home.

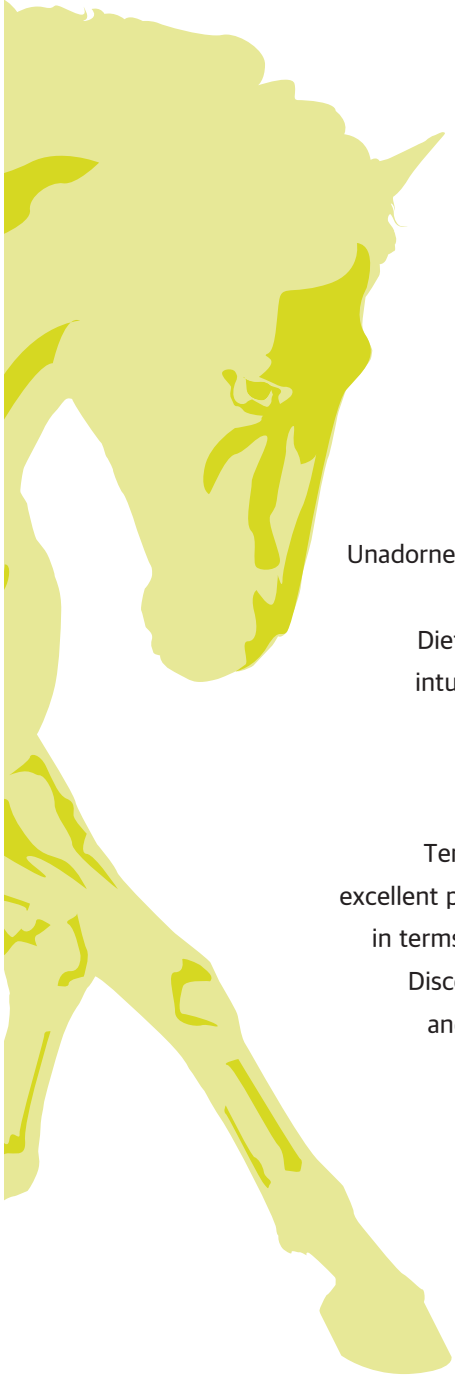




Features



Beauty of Function



Functional beauty

Remove unnecessary things

The beauty of what functions properly. Isn't that the secret of nature's beauty? Having everything that is necessary, each and every element having a reason for its existence. Unadorned, elegant, and unostentatious, yet the most brilliant and splendid is nature.

Dieter Rams, a renowned German designer known for his useful, concise, intuitive and beautiful designs, is also well known for his clear philosophy on good design: innovation, usability, beauty, intuitiveness, simplicity, sustainability, detail, environment and minimal design.

Tents and furniture are product groups that are especially important for excellent practicality and functionality. Jakelah pursues designs that are self-generated in terms of performance and beauty rather than designs that focus on aesthetics. Discovering and highlighting the beauty of the intersection of functionality and aesthetics is Jakelah's joy in creating good things and good homes.

Architectural volume

Tent is architecture

The tent, an architecture made up of only the simplest geometric elements of points, lines, and planes, may be the closest way for humans and nature to come together among the forms of architecture that have continued to this day.

Architecture is a means to protect humans from nature while also helping them to utilize the beauty and benefits of nature, and it is a structure that contains the personality of the architect and the builder, life itself, lifestyle, culture, and philosophy.

Jakelah's tents are not just a combination of tent poles, DAC Toys®, and skins. Jakelah's portable, packable tents are designed to provide a comfortable environment for users both in nature and in the city.

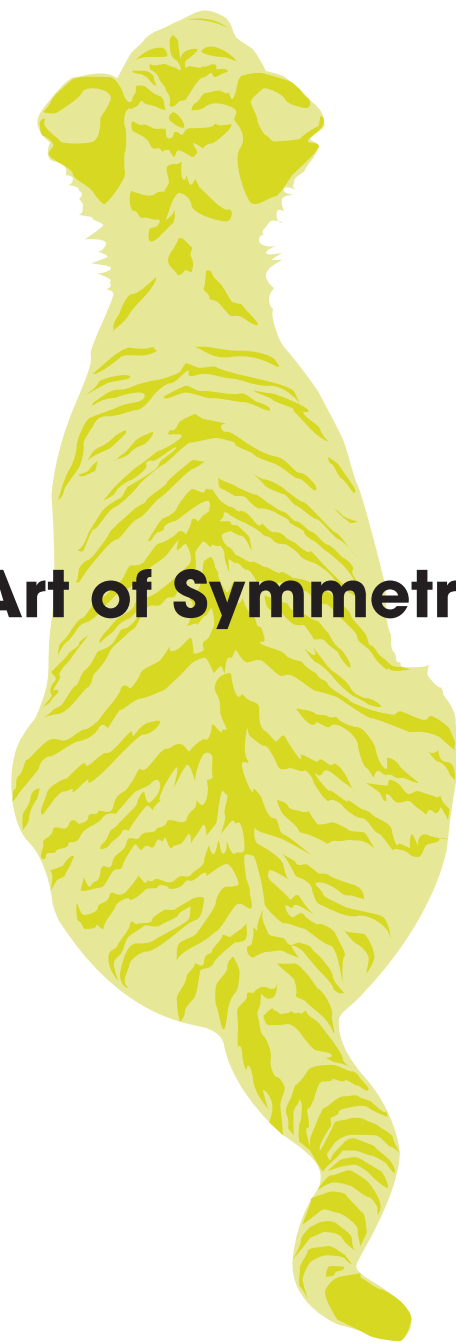
The higher ceiling height and the structure of vertical walls without loss do not increase the volume of the tent or shelter unnecessarily. You can walk around comfortably inside, use chairs and tables, and create a cozy private room with a coat and a small coat tent. The eaves-mounted windows that can be used even in rainy weather allow for comfortable ventilation at all times.





Architectural Volume

Art of Symmetry



Art of symmetry

Nature's law

Symmetry found in nature has been considered a symbol of perfection and beauty in almost all cultures, both Eastern and Western. The balanced beauty of symmetry is sought in various fields, including mathematics, art, architecture, and philosophy.

The reason why symmetrical structures are considered symbols of perfection and beauty is probably because they embody not only aesthetics but also the best functions. It is said that the reason why evolution is symmetrical is because the instructions for creating symmetrical shapes are easy to store and operate in the genetic code. It also means that simple and symmetrical structures are the most efficient method.

Jakelah's tents try not to break the symmetry.

Symmetry naturally makes the structure stable, space efficient, and aesthetically pleasing.



Nature's Law
Optimized settings

Jakelah's tents embody the natural order of straight lines and curves, geometry and mathematics. Just like the natural forms of honeycombs, leaf veins, river flow and the shape of the earth, Jakelah designs tents according to the natural order of human life's movements, psychological comfort, airflow and material dynamics.

The best masters do not artificially design space or make fancy tents. Where straight lines and planes are needed, where curves and curved surfaces are needed, what length, what angle. All these elements of the tent, if we think about humans and nature, will naturally reveal their own optimal conditions, just like natural objects.

To embody both the spirit of Jakelah and the essence of nature, we discover and showcase the optimal features of each tent model. We believe that, like any building, a tent should capture the life and heart of its occupants, making it the most comfortable and natural 'home' possible.

The image features a stylized world map where the landmasses are represented by complex, fractal-like shapes. The colors are a gradient of greens, ranging from a pale, almost white-green to a vibrant, saturated yellow-green. The shapes are highly irregular and porous, resembling natural patterns like coastlines or biological structures. The text "Nature's Law" is centered in a bold, black, sans-serif font. The overall composition is minimalist and emphasizes the organic, self-similar nature of the world's geography.

Nature's Law



Tension Ridge



Tension Ridge

Tension Ridge, the eaves of a tent

Tension Ridge, which was first introduced to the market in 2020 as a J.cot tent, is a system that has been researched and developed by DAC for a long time under the name of Bow System. Tension Ridge is a style of tent ridge structure, with the top pole at the top turned upside down, opposite to the existing one.

This makes it have a unique shape, as well as ventilation, headroom, shoulder width, and other aspects that are significantly better than existing tent ridges.

Based on 1-person and 2-person, the ceiling height is 10cm higher than the forward top pole, reaching 1m, and the vertical wall surface improves mobility. The height of the entrance is also 15cm higher, and the ventilation window or the upper part of the entrance can be freely opened even when it rains. Due to the excellent space and ventilation at the top, ventilation is naturally possible from the bottom to the top of the tent, providing about twice the humidity and about twice the heat retention effect at the same time.



Air Lift Performance

Fly with the wind

The principles of aerodynamics that apply to sails, car spoilers, and airplanes also relate to tents. Since tents are not solid structures, wind can deform their shape, typically pressing down the windward side and lifting the back. It's important for tents to return to their original shape after being flattened by strong winds.

Jakelah's Airlift performance harnesses wind power to counteract the crushing effect of thrust. A small sail on top allows the wind to pull upward, preventing the tent from leaning backwards and reducing the risk of pole damage. This design eliminates unnecessary slopes, implementing vertical walls to maximize space and headroom.

The image features a light green background with several abstract, overlapping shapes. A large white semi-circle is positioned in the lower-left quadrant. To its right, a dark green, irregular shape extends towards the bottom right corner. In the lower-left, there is a complex structure of thin green lines forming a grid-like pattern, with a thick, dark green horizontal bar crossing it. The text "Air Lift" is centered in the upper-middle part of the image.

Air Lift

An aerial photograph of a rugged coastline. The top half of the image shows a steep, eroded cliffside with a complex, textured surface of ridges and gullies. The bottom half shows the ocean with white-capped waves crashing against the base of the cliff. The entire image has a monochromatic green tint.

Vertical Walls

Vertical Walls

Space efficiency using the power of wind

Due to the tension and parts of the tent pole material, stability, wind resistance, snow load, etc., most tents maintain a certain range of floor area and ceiling height ratio. Tents with a lot of wall slope are usually more affected by the wind. Also, if the wall slopes a lot and the ceiling height is lowered, the dead space at the corners increases, so the usable space size decreases.

Jakelah's innovative approach has led to tent designs that offer high stability, wind resistance, and ample headroom, space, and ventilation. By harnessing the power of the wind instead of resisting it, Jakelah's tents achieve exceptional performance and space efficiency.

Jakelah uses only DAC aluminum poles and DAC Toys®, tent-specific parts developed in-house, which have elasticity and rigidity that surpass the limits of existing materials and parts.

Liberation of the inner tent

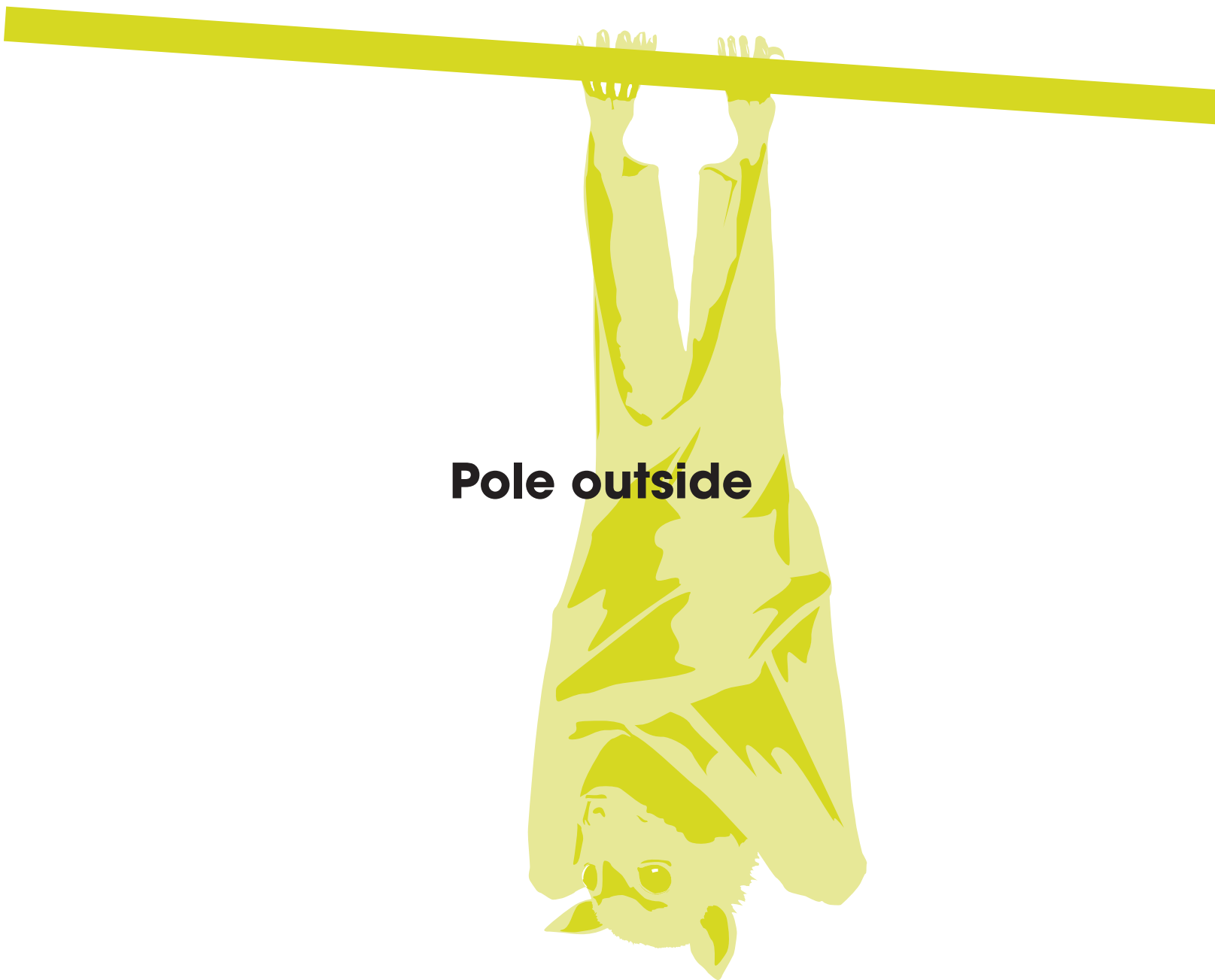
Fly and inner tent separately

Tents have pole-outside and inside structures. The poles are outside the outer skin, the fly. The fly is attached to the poles using clips or sleeves, and the inner tent can be added inside the fly if necessary.

Installation and dismantling are quick and easy, requiring only the fixation of four sides and hanging clips. The pole is positioned above the fabric, allowing for a rooftop installation that helps prevent condensation and enhances insulation. Additionally, the visible pole structure adds to the aesthetic appeal.

Jakelah's tents are continuously researching to further enhance the advantages of the pole outside structure that allows for a variety of productions to suit the situation, while still maintaining the original structure and volume.

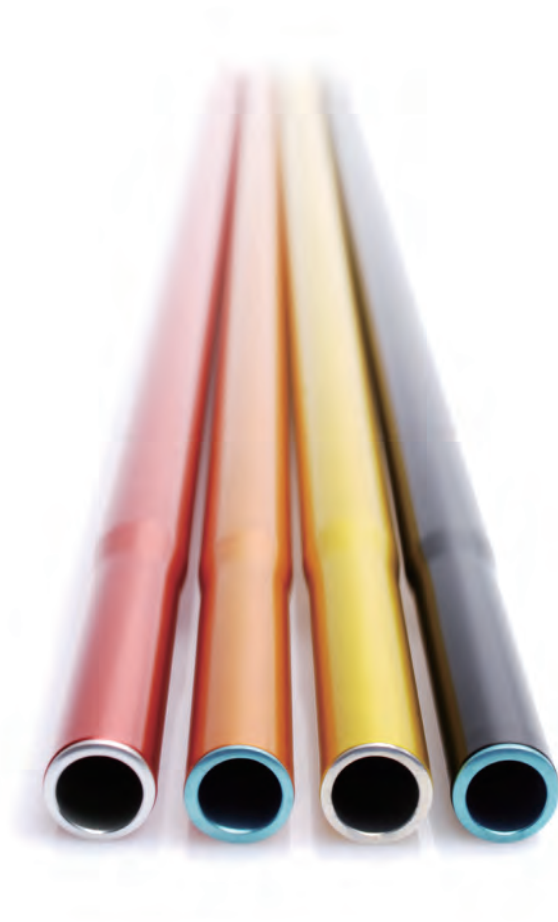
Pole outside





Aluminum
Pole Tech

Our Favourite Techs



DAC Featherlite ®

DAC Poles

The conditions for a desirable tent pole are high resilience, strength, and light weight.

The history of DAC tent poles is the effort to properly combine these three. Snews in the US selected Goretex as the most innovative material in the past 20 years, and DAC Featherlite as the 5th. 1.

Jakelah introduces a variety of outdoor products that make the most of DAC's world-class tent pole and tent building technology.



www.dacpole.com

1 DAC DB <Tent pole>, 2019.

Swivel TL 360 (TL)



360° rotating joint toy

2020

The Swivel series is a toy designed to rotate at the intersection of two poles. The first model was introduced in 2009 and has undergone two upgrades, with the latest being the Swivel TL 360, which can rotate 360° at this intersection.

The Swivel TL was created exclusively for the development of Jakelah's J.crown 5.0.





Jake's Boot R / M



Stick to the floor

2023

Jake's Boot series is a toy used on the bottom edge of the tent, and it pulls the tent skin as tightly as possible to the end of the pole. The closer the skin is to the ground, the higher the insulation and aesthetics, and the more free it is from contamination and insects.

Jake's Boot Regular, developed in 2023, allows the tent skin to adhere almost completely to the ground. Jake's Boots Regular is the first toy to be applied to Jakelah's J. tunnel.

Jake's Boot Mini, developed in 2024, is a smaller and lighter version of Jake's Boot Regular and is used in backpacking and expedition tents.

S-Clip




Close contact between Pole and Skin

2023

In a tent, clips serve to hang fabric on poles. If the clips cause the poles to be too far apart from the fabric, the structure becomes unstable and the clips can easily come off when the wind blows. DAC's clips are designed to be firmly fixed while being easy to remove. The S-Clip is the latest version that has evolved from the first clip developed in 2000.

The S-clip is a detachable pin that secures the webbing, allowing for on-site repairs when the clip is damaged. The S-clip also dramatically improves the structure of the Pole Outside tent by minimizing the gap between the pole and the fabric. Jakelah's tent maximizes the advantages of the Pole Outside structure by utilizing the S-clip.





Wind tunnel laboratory

2012

All Jakelah tents pass through the wind tunnel laboratory of our parent company DAC. Through wind tunnel experiments and outdoor exposure tests, we approach our products more scientifically and provide the best comfort and safety to our users.



Green Anodizing

Green Anodizing

Clean anodizing process

DAC aluminum poles feature a subtle gloss and durable, vivid colors, and are characterized by not only performance but also excellent aesthetics. For such a beautiful finish, aluminum used in high-end tent poles, electronic devices, etc. is 'anodized' rather than 'painted' to create an oxide film to stabilize the surface and dye it to express luxurious colors and gloss.

After seven years of research and investment starting in 1996, DAC developed its own clean anodizing process called 'Green Anodizing' in 2003. Through this, it eliminated the chemical polishing process that was essential for anodizing, protecting workers and leading the way in reducing water pollution.





Reluminum®

Reluminum®
High strength aluminum reuse

DAC, the root of Jakelah, has completed the development of Reluminum®, a system that reuses high-strength aluminum scrap discharged from the company, in cooperation with SeAH Steel, and is fully utilizing it from 2024.

Reluminum®, which melts and casts scrap generated during the processing and reuses it as aluminum billets in their original state, maintains 100% of the material cycle internally, reducing energy consumption by 80-90% compared to purchasing new aluminum. Rather than disposing of our own scrap for external recycling, we utilize it directly, which is another big step for DAC in considering sustainability and protecting the environment and energy.



MULTICAM®

3-Layer Fabric

Fabric

Dominico Textile



Safe and comfortable fabric

Dominican Textiles produces high-tech textiles used in parachutes, paragliding, high-performance tents, kites, etc., and continues to increase its market share not only in Korea but also in the global market. Since the products must protect life with safety as the top priority, they are equipped with both safety and comfort, and Dominican Textiles, which has world-class standards, supplies fabrics only to a very small number of top-quality tent brands. Jake uses the world's highest quality Dominican Textile fabrics.

Multicam®

MULTICAM®

Soldier's Choice

Multicam® is the name of a camouflage pattern for military uniforms developed in the United States in 2002, and is a pattern that has been recognized for its excellent performance as well as aesthetics. Jakelah uses fabrics from Brookwood Companies, Inc., an official supplier of Multicam, established in 1947, to produce camouflage patterns of a quality that can be supplied to active-duty soldiers.

3-Layer Fabric

3-layer fabric

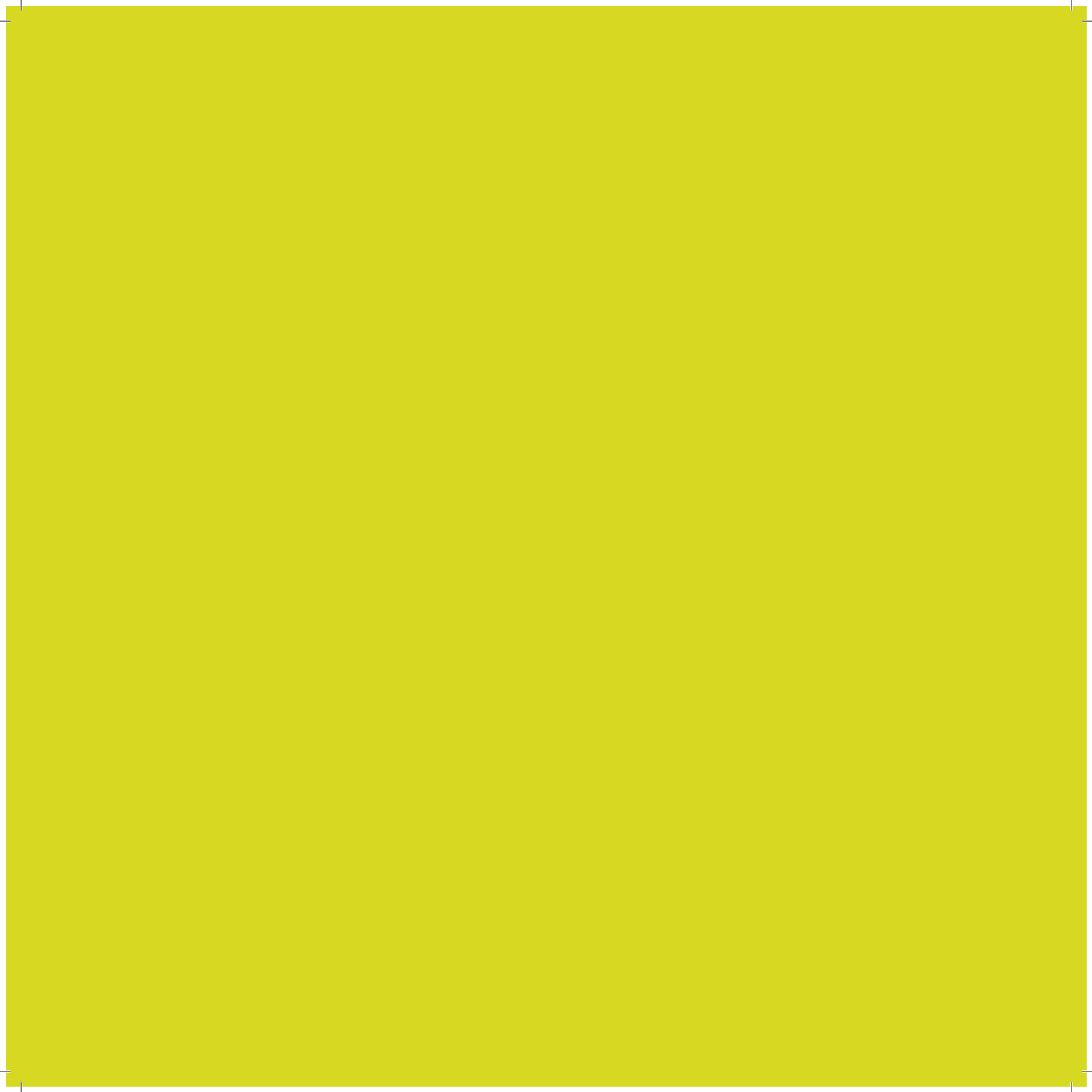
What Fabric Can Do

Condensation inside a tent is inevitable when waking up in nature, and minimizing it is challenging even in proper buildings. This occurs due to moisture in the air and temperature differences between the inside and outside. In small spaces, body heat and breath raise the temperature, making condensation unavoidable, but it is possible to delay the formation of water droplets.

The mesh fabric, slightly visible from the inside, helps retain heat and delay condensation in the J.cot tent single wall version 1. This three-layer fabric includes a fine mesh layer beneath the waterproof nylon, which traps and disperses moisture, preventing droplets from forming. When the mesh can no longer hold moisture, it's time to get out of the sleeping bag and start moving!

¹ The J. cot tent single-wall version using 3-layer fabric is a tent optimized for use inside a large shelter or with a dedicated fly. If used alone in rainy weather, the waterproof function is reduced.





Tents and Big Shelters



J. cot tent

1 person

190 / 210 L x 78 W x 100 H cm

15Ø x 50 cm when packed

2.25 kg (poles : 440g)

DAC NFL 9.3mm + PF 7.5mm

3 Layer Fabric

MULTICAM® 40D Nylon, PU & Silicon Coated Multicam® Fabric

'TC' Tetoron Cotton (215g/m2), Superhydrophobic Fabric





J. crown 5.0

1 - 6 person (per J.cot)

500Ø x 275 H cm

75 x 44 x 41 H cm when packed

26.47 kg (poles : 12.49kg)

DAC MX 19.6 mm + MX 17.6 mm

150D Polyester Ripstop, PU & Silicone Coated Fabric



A photograph of an orange canopy tent with a silver metal frame. The tent is set up on a white background. The brand name "JakeLah" is printed in black on the orange fabric. The frame consists of several silver poles that cross at the bottom to support the canopy. The canopy has a slightly peaked top. There are some small black details on the fabric, possibly zippers or straps.

JakeLah

J. para 7.5

1 - 9 person (per J.cot)

750Ø x 350 H cm

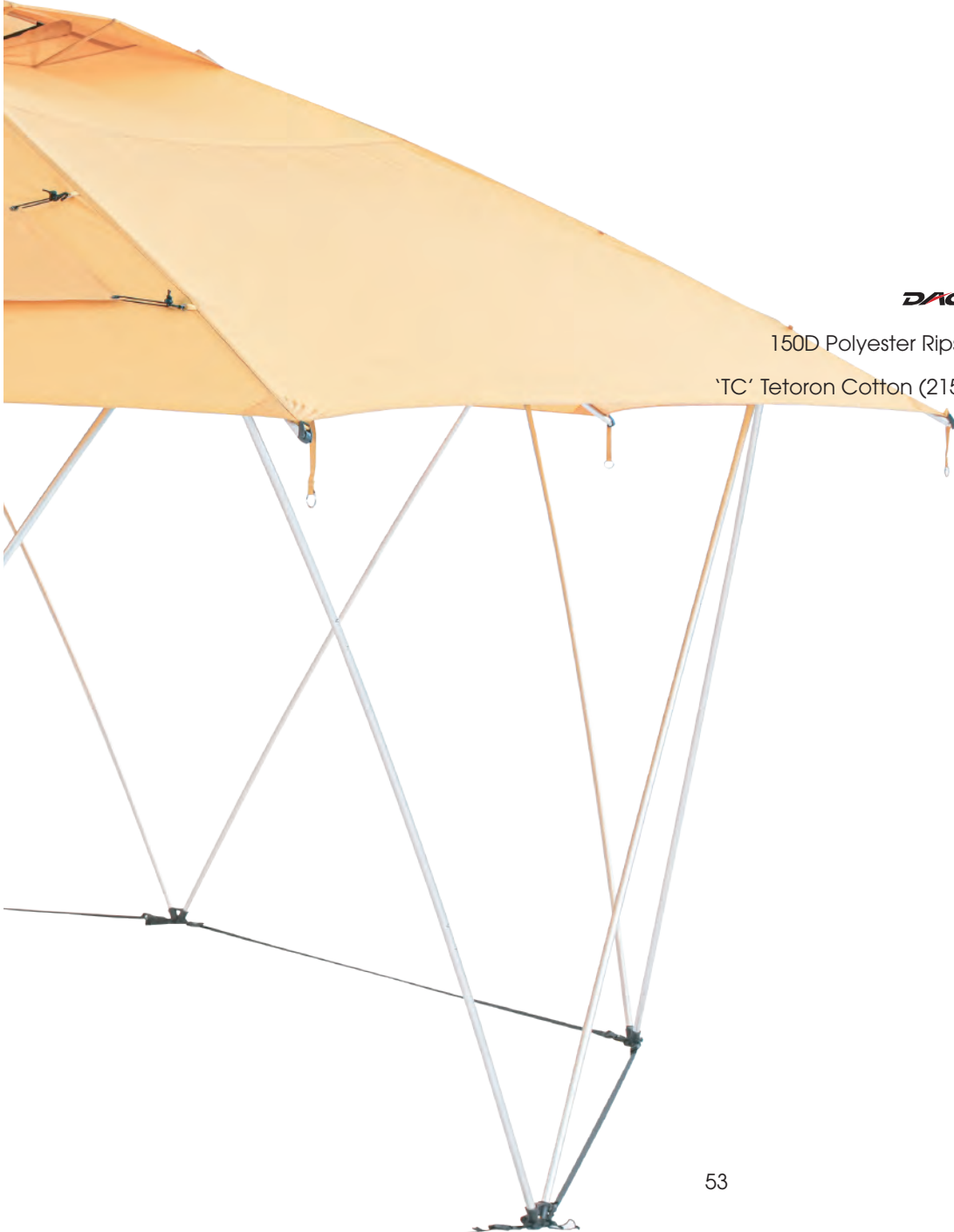
110 x 30 x 22 H cm when packed

36.5 kg (poles : 25kg)

DAC DA 17 18.5 mm + DA 17 22 mm

150D Polyester Ripstop, PU & Silicone Coated Fabric

'TC' Tetoron Cotton (215g/m2), Superhydrophobic Fabric





J. square dome S / M / L

1 - 2 / 1 - 3 / 1 - 4 person (per J.cot)

215 x 255 x 115 H / 250 x 294 x 147 H / 315 x 400 x 182 H cm

Ø17 x 55 / Ø20 x 60 / Ø24 x 70 cm when packed

1.83 / 3.09 / 5.58 kg (poles : 0.56 / 1.19 / 1.96 kg)

DAC NSL 9mm + NSL 9.6 mm / MX 12.3 mm / MX 15.2 mm

**DOMINICO
TEXTILE** 30D Nylon Ripstop, PU & Silicone Coated Fabric





J. tunnel

1 person (per J.cot)

300 L x 148 D x 190 H cm

26 x 27 x 60L cm when packed

7.27 kg (poles : 1.64kg)

DAC PF 14 mm + PL 13.55 mm / Reverse Combi

75D Polyester Ripstop, PU & Silicone Coated Fabric





J. x

1 - 2 person (per J.cot)

250 L x 250 D x 160 H cm

23Ø x 56 cm when packed

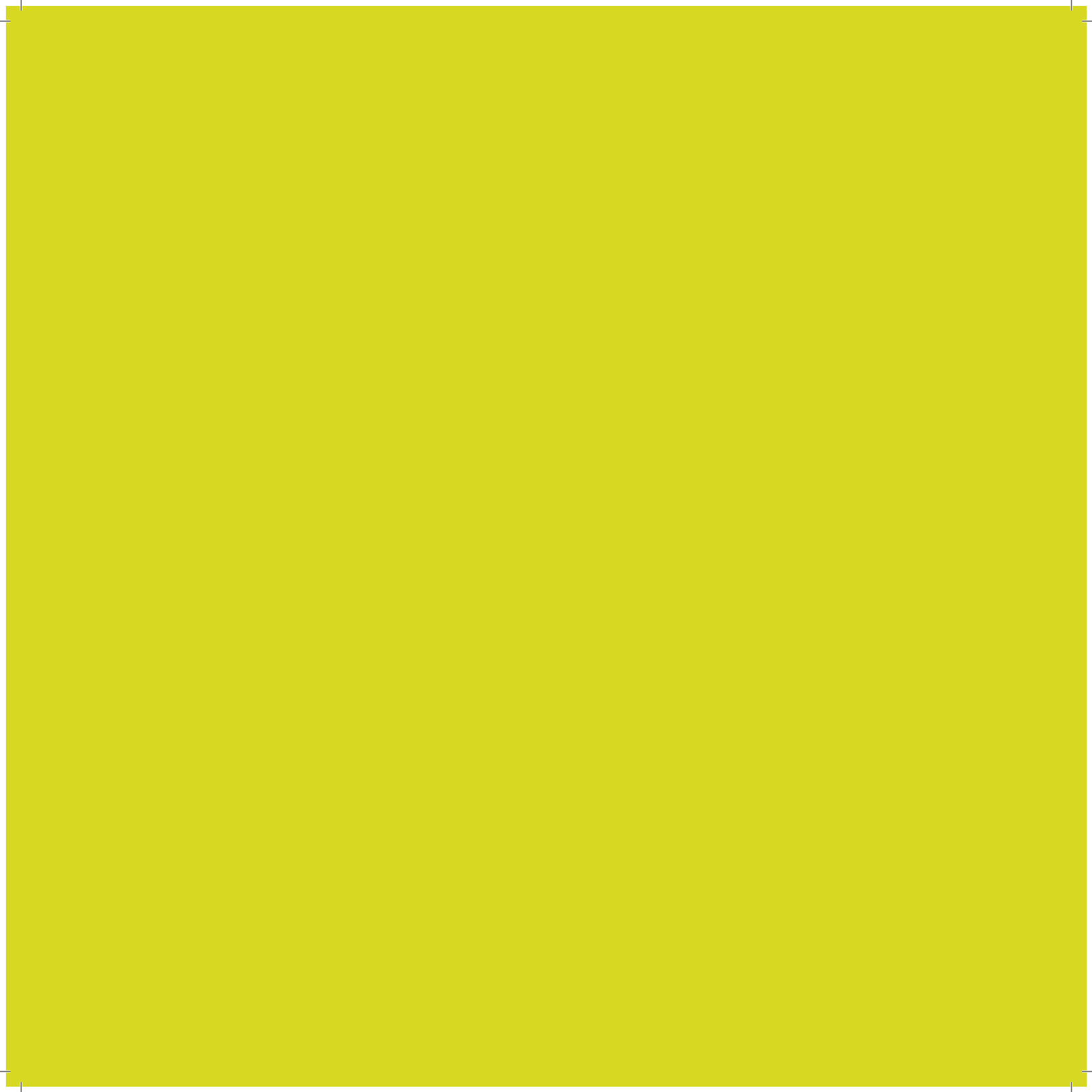
6.8 kg (poles : 3.3kg)

DAC DA17 14.5mm + DA 17 16mm

75D Polyester Ripstop, PU & Silicone Coated Fabric

'TC' Tetoron Cotton (215g/m2), Superhydrophobic Fabric





Furnitures for Tents and Big Shelters



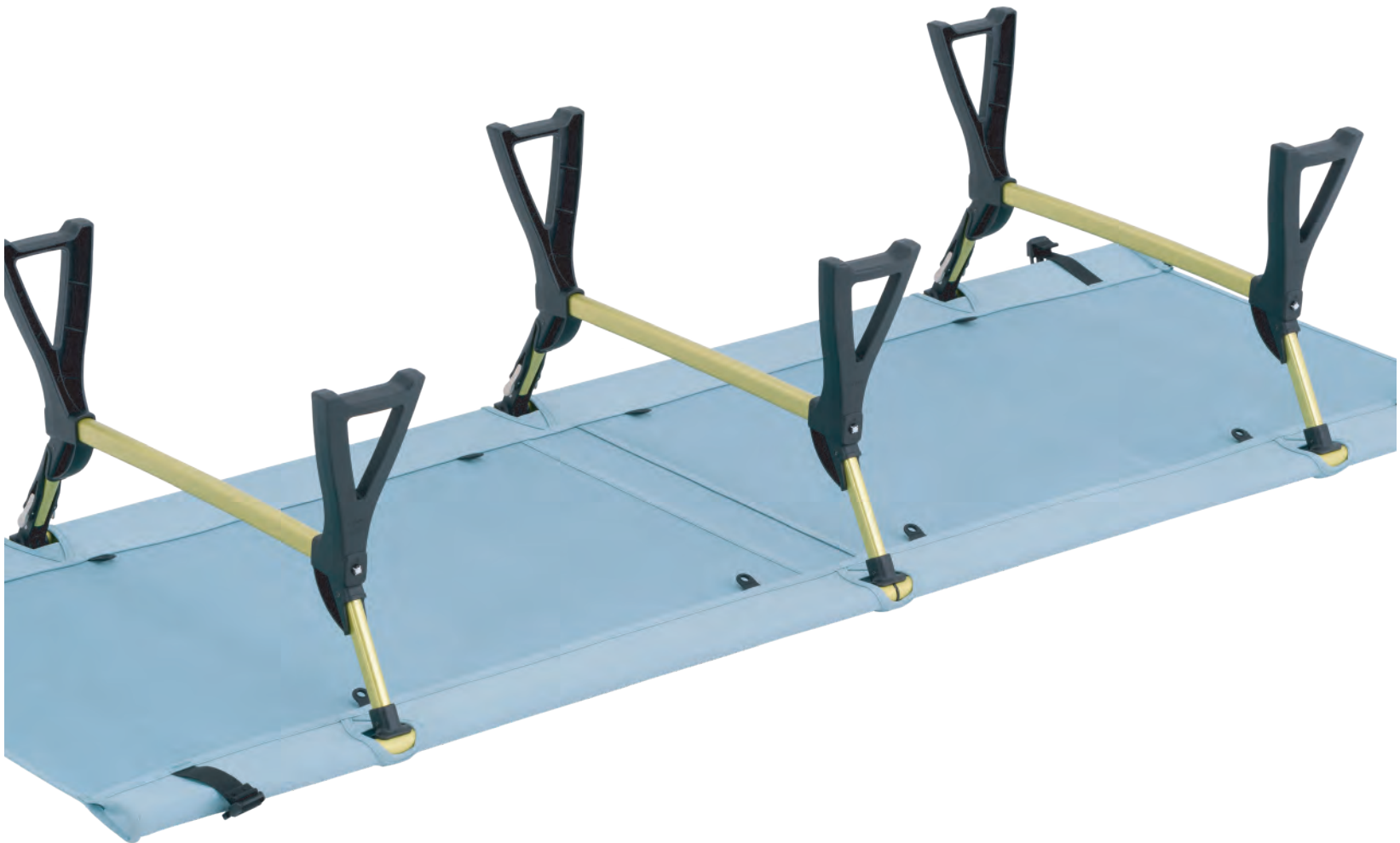
J. cot M / L / W

4.17 / 4.8 / 4.88 kg

190 x 68 x 36 H / 210 x 75 x 36 H / 210 x 80 x 36 H cm

Ø20 x 58 / Ø20 x 62 / Ø20 x 68 cm when packed

DAC DA 23 mm + DA 25.55 mm + DA 18.77 mm





J. chair M

1.2 kg

Load Capacity 160 kg

56 x 43 x 74 H cm

15Ø x 38 cm when packed

DAC MX 17.6 + MX 19.6 mm





J. table S / L

Honeycomb Tabletop S / L

1.2 / 2.8 kg

Load Capacity 50 / 50 kg

60 x 40 x 56 H / 80 x 60 x 68 H cm

60 x 40 x 5 H / 80 x 60 x 7.2 H cm when folded

DAC DA 14.5 mm + MX 21.4 mm

Formica Tabletop S / L

2.2 / 4.9 kg

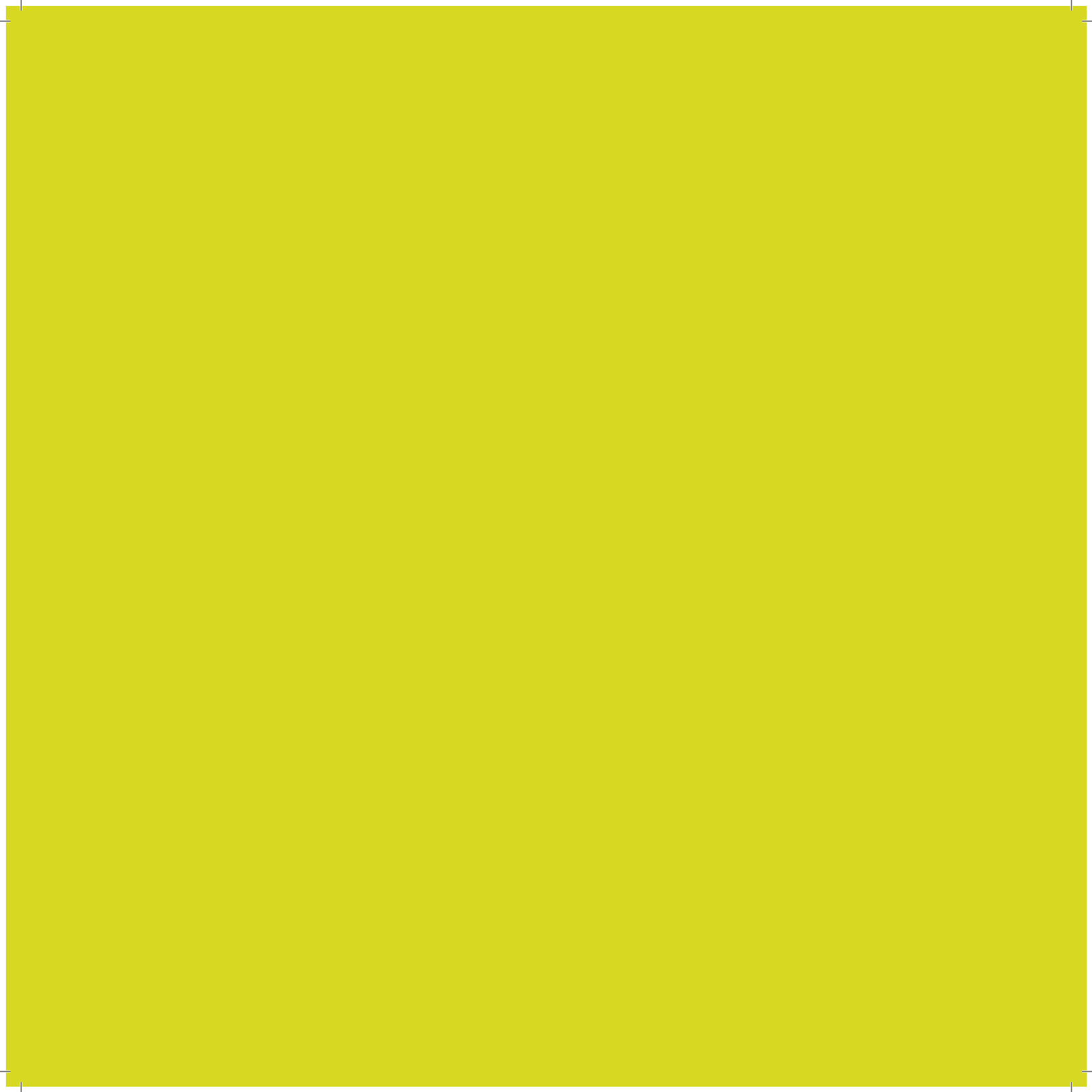
Load Capacity 50 / 50 kg

59 x 39 x 55.4 H / 79 x 59 x 66.7 H cm

59 x 39 x 4.5 H / 79 x 59 x 6 H cm when folded

DAC DA 14.5 mm + MX 21.4 mm





Photos



<J.cot tent day>, J.cot tent 190, 210, Namiseom, 2022.





<Voluntium - Korea Volunteer Association>, **J.para**, Eumseong Flower Village, 2022.





J.cot tent, Wolseong Valley, Deogyusan, 2023.





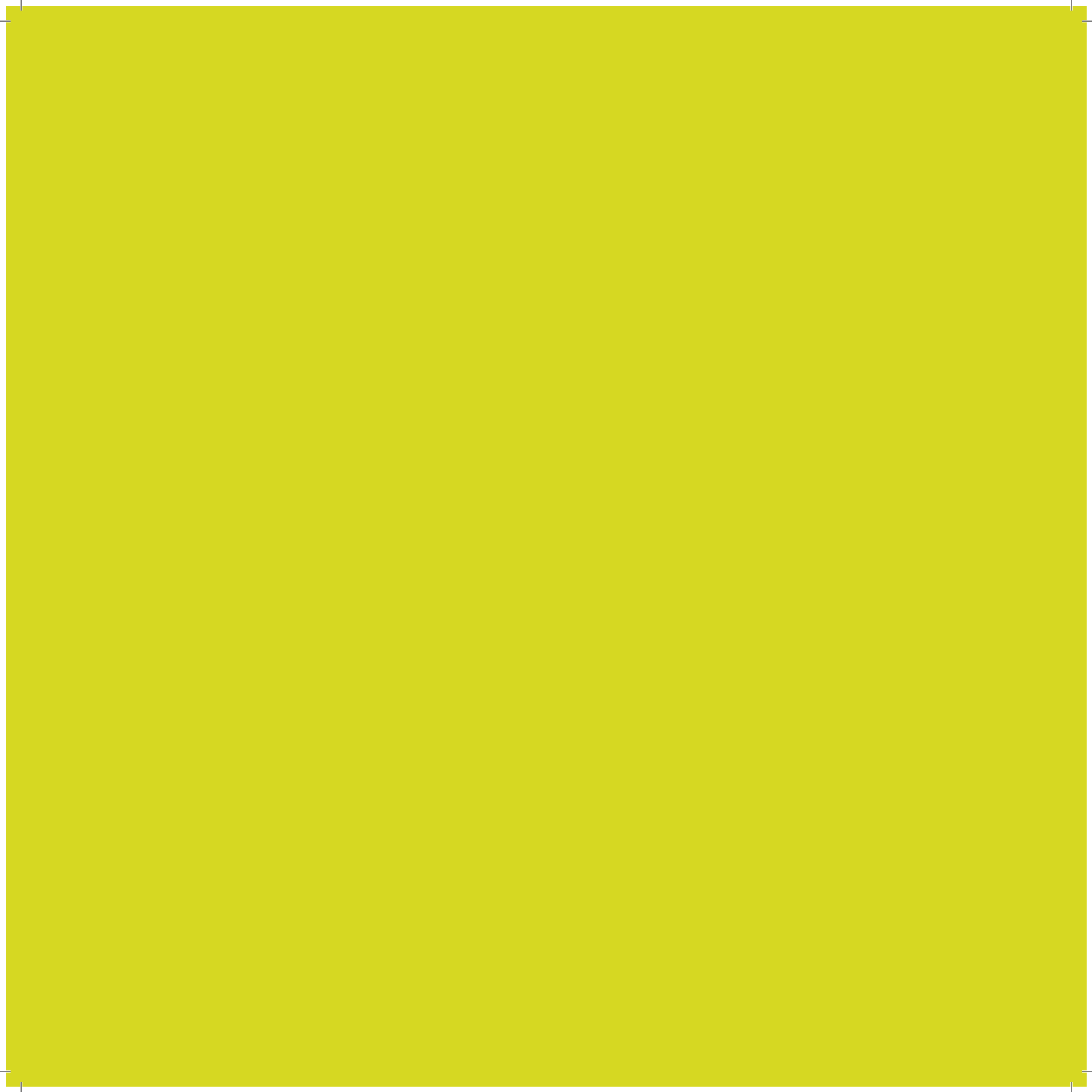
J.crown 5.0, Obunhaebyeon, Samcheok, 2023.





J.cot tent, Obunhaebyeon, Samcheok, 2023.





Social Responsibility





Kakdang Welfare Foundation, Jakelah, Volunteem

Make the world beautiful

The Kakdang Welfare Foundation was established in 1986 by Dr. Kim Ok-ra and Dr. Kakdang Ra Ik-jin, the first private volunteer organization in Korea, and is an organization that trains volunteer specialists in various fields such as hospice, death preparation education, and crisis youth counseling. With the goal of “making the world beautiful through volunteering,” the Kakdang Welfare Foundation supports continuous and professional volunteer service and takes the lead in the specialization of volunteers.

Chairman Rajegun has another special dream besides “the world’s best Korean company.” It is “making the world beautiful through volunteering.” Chairman Rajegun has been a major supporter of the Kakdang Welfare Foundation since the establishment of DAC, and is now carrying on his father’s legacy as the second chairman. He believes that the two major axes of his life, DAC and Kakdang Welfare Foundation, will be able to lean on each other and become even stronger.

In 2022, Chairman Rajegan launched a new concept of camping volunteer activity called “Voluntium.” Based on Jakelah and DAC, we continue to hold large and small volunteer events at the Tteumtium in Namyangju-si.

Voluntium is a place where camping experts and individuals who have difficulties in social relationships experience the joy of sharing and communication through camping in nature. It is a small effort to create a healthy society by opening up our hearts and sharing our talents, regardless of size, with the commonality of loving nature and caring for people.

Kakdang
Welfare Foundation

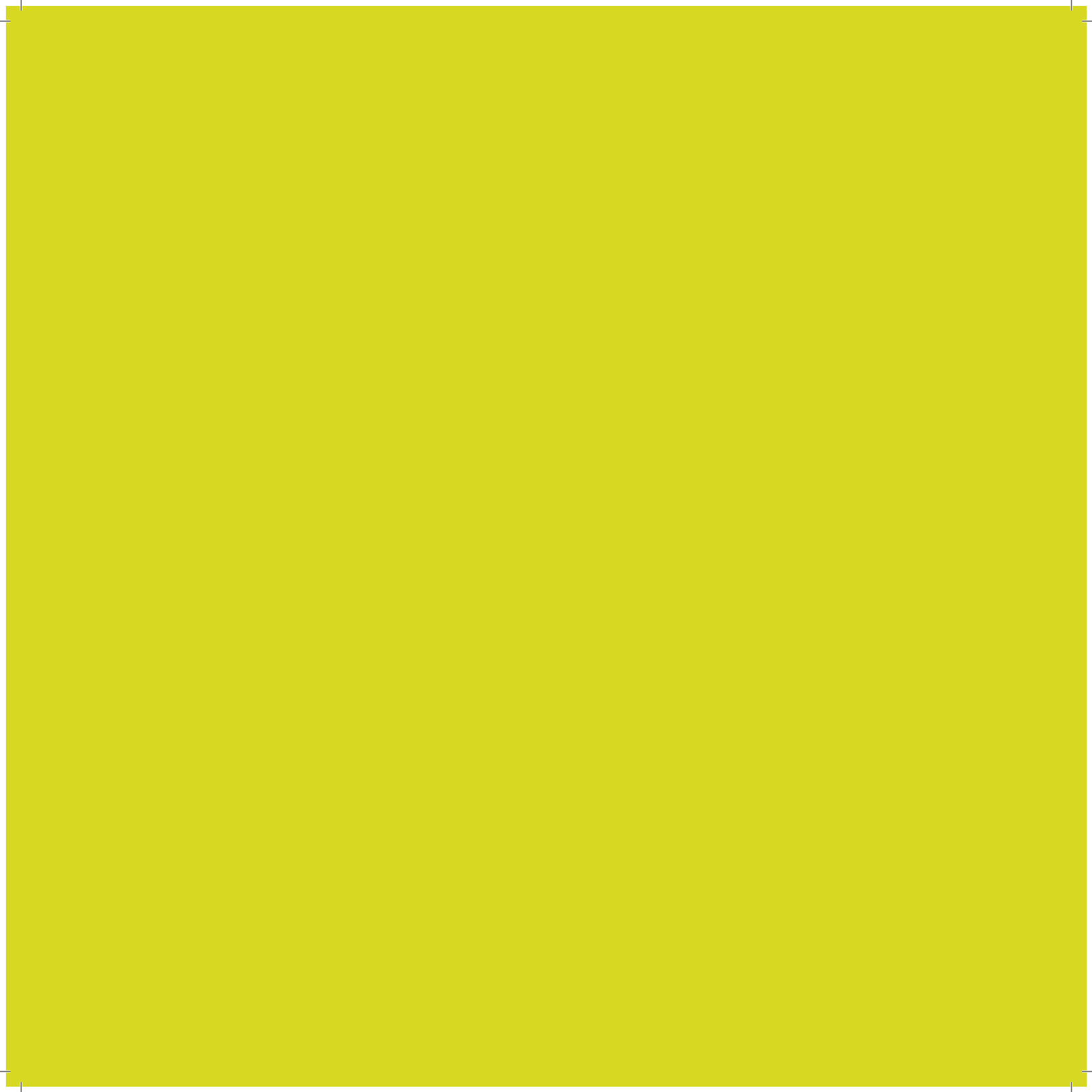


www.kakdang.or.kr

Volunteem



www.volunteem.com



Product List









www.jakelah.co.kr



@jakelahbrand



@jakelahbrand



shop@jklcorp.com

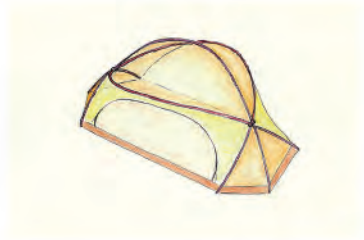


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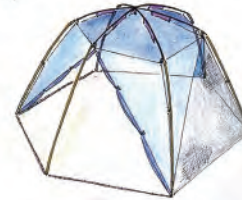


JakeLah

Jake Lah



ETS-117



ETS-106

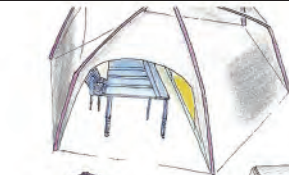


ETS-099



景

Architecture by
JakeLah



景



景

景

Jake Lah, Chairman of Dong-A Aluminum(DAC), has been a key figure in the global outdoor market for over 36 years. He revolutionized tent design by making them lighter, more spacious, and improving ventilation.

His tents, known as the "King of Tents," have been recognized globally and marketed under the exclusive label ABJL(Architecture By JakeLah) since 2017.

Jakelah's philosophy is that humans, culture and nature are in balance and that becomes a way of life. I hope that by making tents, communicating with people and helping each other, we can make tomorrow a little more beautiful.

View
Original text



THE KING OF TENTS

Jake Lah may dislike camping but his genius with aluminum has turned him into the wizard behind many of the world's best tents.

By Kelly Bastone

<The King of Tents: How Jake Lah's Influence Extends to Every Corner of the Modern Tent Industry>

1

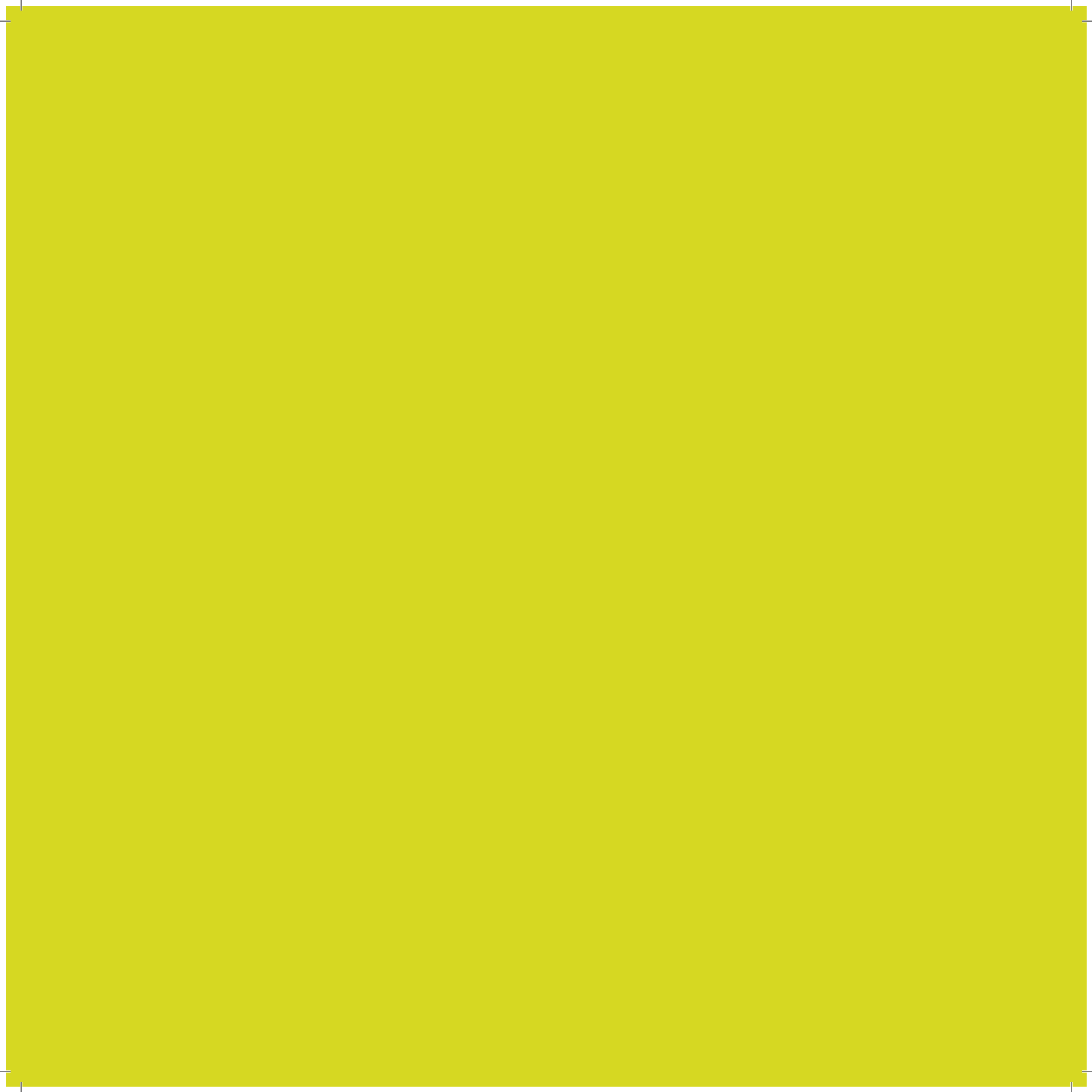
by Kelly Bastone

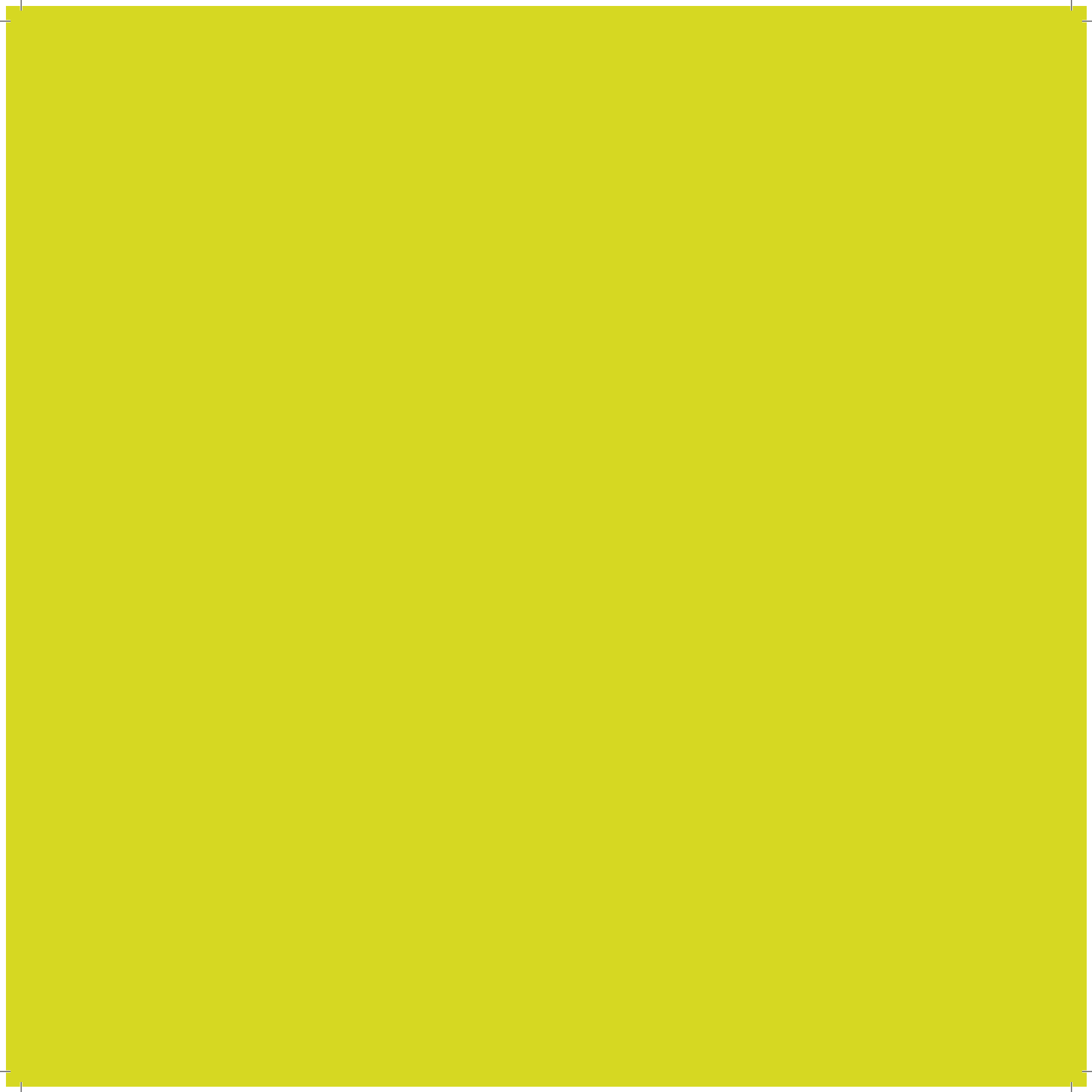
Outside Magazine, Originally Published Feb 2022

*extract

“He’s been the man behind the curtain in our industry for something like three decades,” said tent designer David Mydans, who retired in 2017 after 28 years with REI. Lighter weights, bigger interior volumes, better ventilation—all of these defining improvements to outdoor shelters have been fueled by Lah’s innovations, and still are. “Over the past 20 years, there’s nothing that’s happened in tents that hasn’t been heavily influenced by Jake,” said Michael Glavin, who’s designed tents for brands like Sierra Designs and GSI Outdoors since the late 1990s.”

Indeed, Lah is much more than an expert in aluminum alloys and tent pole manufacturing. He’s also a talented designer in his own right who has solved myriad structural problems for the tent brands that are his clients. Some of those brands use entire designs that Lah created from scratch. “He has far more tent IP than any of his customers,” said tent designer Mike Cecot-Scherer, who started with Kelty in 1985 and now produces his own MoonLight series of shelters.







JakeLah Brand Book | 2024

JakeLah