



ESSENCE
OF
JAPAN

MASTERY
COLLECTION

TAKUMI NEXT X SUPERMAMA

JETRO
Japan External Trade Organization

 **経済産業省**
Ministry of Economy, Trade and Industry

SUPERMAMA



PRODUCT 01
IWATE



IWATE
IRON
CO.,LTD.



Made in Iwate
In the birthplace of Nambu ironware, ironware has evolved even further.
Unrivaled
A world-first in cast iron ironware
Ductile metal thinning technology x Three-layer cast metal structure
/Surprisingly thin and light
/Surprisingly rust-free
/Surprisingly scorch-free

The company has a history of 70 years since it was established in 1949 in Kitakami City, Iwate Prefecture for the purpose of steelmaking. At the time of its establishment, it has developed a steelmaking business that supports the post-war (World War II) reconstruction period, and has been producing and selling pig iron for castings using blast furnaces for key domestic industries. In 1994 (Heisei 6), we withdrew from the iron and steel industry in the wake of the massive reorganization of the steel industry due to the global steel recession, and switched to the manufacturing industry for industrial casting products. It was based on the technology and achievements cultivated over many years through the manufacture of steel and castings, this time, light, non-rusting and scorching with our original thin tough cast iron (spheroidal graphite cast iron) and surface modification by nitriding / oxidizing treatment. We have developed an ironware with three features that are not connected, and will release it domestically and overseas. A company that always contributes to society with the philosophy of pursuing advanced technologies and flexible ideas, and constantly creating new power as people's lives, environment, and safety evolve in a more comfortable direction. I am aiming for.

COMPANY

Language support	Japanese, English	Email	takase.i@iwateiron.co.jp	Representative	Mitugi Sato
Name	Iwate Iron Co.,Ltd.	Establishment	1949		
Address	18-14, Fujine Waga-cho Kitakami-shi, Iwate,	Products	Mother of Pearl Inlaid lacquer Iron Base		
		Tel	+81 197-73-5121		



PRODUCT 02
IWATE



MONOLABON CO., LTD.

Iron Kettle HK Top



MONOLABON Co., Ltd. is based in Iwate Prefecture, located in the north-east Tohoku region of Japan. Along with the versatile tools of the region, the manufacturing skills of were refined over the winter months, which then became the foundation for the making of traditional crafts, of which Ironware is a representative example. Since the production studios of these crafts are relatively small in scale, their expansion into overseas markets is limited.

Under such circumstances we felt there was a benefit in connecting these small Iwate based production studios with the international and Finnish product designers Ville Kokkonen and Harri Koskinen, which, in turn, led to the creation of a new line of craft products.

This is the “iwatemo” brand. The company was created through the collective effort and contributions made by craftsmen within the region, an English/Japanese interpreter, and a group of business managers who support regional craftsmanship. Our mission is to realise a system for new products with overseas designers and to promote the beauty of manufacturing in Iwate to overseas markets.

COMPANY

Have export experiences

Language support Japanese, English

Name MONOLABON CO., Ltd.

Address 1-16-17, Motomiya, Morioka-city, Iwate,
020-0866 Japan

Email masayo@monolabon.com

Establishment 2018

Business Description Porcelain ironware wooden furniture

Products Iron Kettle

Number of Employees

Representative Masayo Kudo

ABOUT THE VISIT

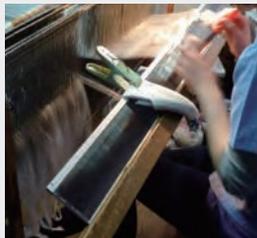
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PRODUCT 03
FUKUSHIMA



SAIEI ORIMONO CO.,LTD.



Between the research and the sale, it took four years of continuous development of Fairy Feather®. In March 2012, just one year after the Great East Japan Earthquake, this world's thinnest and most lightweight silk fabric which won high praise at the Monozukuri Japan Grand Award has been known to the public. The media has took up it as a sign of the recovery of Kawamata and Fukushima. It was after the lunch of Fairy Feather® that our company has begun to produce and sale the final silk products with own company brand. Fairy Feather® represent a simple and humble aesthetic of this production area which concentrated on weaving the lining fabrics and our spirit of the silk innovation.

It was the golden age of the silk industry in Kawamata when our company was founded in 1952. We did not doubt that we only produced the silk habutae for linings of Kimono and print scarves made in Yokohama. Now the fiber industry is in a serious slump but we recognize immense possibilities of the silk which will make revive our industry. We are struggling to develop the high value added fabrics. There were 60 employees (15 in 2019) in our company, one weaver was charge of 4 outdated weaving machines about sixty years ago (12 in 2019). The women employees who came from all over the town were proud of going to work by their bicycle provided by the company.

COMPANY

Language support Japanese, English
Name Saiei Orimono Co., Ltd.
Address 6-1 Baba Tsuruzawa Kawamata Date-gun Fukushima

Email stsumuraya@saiei-orimono.com
Establishment 1952
Products Fairy Feather Rainbow Stole (Salt Finish) Kaga-Yuzen Dyeing
Tel +81 24-565-2331

Representative Yasuyuki Saito



PRODUCT 04
FUKUSHIMA



KUBOKI Co.,Ltd.



【relation with Fukushima】

We are the tatami-makers who settled in the area lasting 270 years in Fukushima. I want to spread the tatami mat which is one of the Japanese culture to the world from here Fukushima.
【thought of the author】

I worked for the company in Tokyo after the graduation from university, but received one letter from father who was the 14th generation last year. "The demand for tatami mat decreases" However, it was not written in particular that "I wanted you to inherit it". Then I thought for a while, but felt that it was own mission that I worked as the son of the tatami-maker, and left birth, tatami mat culture for the world. Therefore I made up my mind to inherit business and left a company at the end of last year. I am active while demand goes to the decrease when I want to leave the tatami mat which is the culture of the sum giving presence of mind and warmth in history. I think that tatami mat itself should change the form while leaving the tradition that ancient people cultivated while the times change. I made a tatami mat coaster of this suggestion in that. It is my dream to spread tatami mat culture triggered by this abroad.

I settle in the area from generation to generation as a following tatami-maker in the ground of Sukagawa-shi, Fukushima from the Edo era and do serious work. I want to send good Japanese culture to the world from here Fukushima from now on.

COMPANY

Language support	Japanese, English	Email	f.kuboki@gmail.com	Representative	Tetsuo Kuboki
Name	kuboki Co.,Ltd.	Establishment	1730		
Address	nakanomachi55, sukagawa, Fukushima, JAPAN 962-0852	Products	tatami mat		
		Tel	+81 0248-72-8989		



PRODUCT 05
FUKUSHIMA



WATASI
JAPAN LLC



our product made by women in Shirakawa City, Fukushima Prefecture. There are many patterns on the kimono. These patterns have the meaning of wishing the children be happy. I would like to convey this common thought and the beauty that Japanese women have valued since ancient times from Fukushima to the world.

The founder was forced to leave the company after childbirth. In addition, the founder who felt uncomfortable in Japanese society with many women in this situation WATASI JAPAN was established to create a company that can make use of the power of women. In doing business, there are many people who want to work but can't, Japanese traditional kimono is thrown away, there are many Muslims all over the world, and once again knowing that there is prejudice. The founder started making and selling products as an opportunity to solve many social problems.

COMPANY

Language support Japanese, English
Name WATASI JAPAN LLC
Address 131-1 Ikenoue Izumida Shirakawa-Shi
Fukushima-Ken Japan

Email nawa@watasijapan.co.jp
Establishment 2016
Products kimono hijab kimono abayas
Tel +81 0248-29-8777

Representative Junko Nawa



PRODUCT 06
IBARAKI



TAKAHASHI SPORTS CO.,LTD.



Skilled embroidery craftsmen who think that ukiyoe paintings that have had the greatest influence on the world of Japanese art can be made more fresh by expressing them in a different way, and embroidery techniques used in sports. After many years of research, we looked at the intervals between work, designed one needle at a time, made a mold and completed it in about 5 years. Ukiyoe masterpieces that are representative of Japan and popular in the world in recent years have been arranged into more dynamic works using embroidery techniques.

We want to help the health, friendship and glory of many people through sports. In keeping with the idea of the first president, many athletes have been excited about the store. Through the work of a professional baseball team, we were involved with embroidery craftsmen and challenged a genre different from sports. We are very happy to be in time for the upcoming Tokyo Olympics.

COMPANY

Language support Japanese, English
Name Takahashi sports Co.,Ltd.
Address 56-5 Midorityo Kogashi Ibaraki

Emai tsp@takaspo.info
Establishment 1959
Products Shisyuukiyoe
Tel +81 280-32-1450

Representative Syouji Takahashi



PRODUCT 07
IBARAKI



**NISSEI
INC.**



For many years, we have wanted to make use of our metalworking technology to create products that can celebrate happy moments in someone's life, such as weddings and birthdays. At that time, I happened to know Sapeur and wondered if I could make things with them someday. Finally, this Metal Butterfly was born. We will change the world through manufacturing and fashion.

Ichiro Aoki, the representative, suffered from illness for a year shortly after he went out of business in the manufacture of auto parts, which he had previously run as a private business, and started his current sheet metal processing company.

COMPANY

Language support Japanese, English
Name Nissei Inc.
Address 11-33 Ryugasakityobu Kawachimachi Inasigun Ibaraki

Email aoki.nissei@gmail.com **Representative** Ichiro Aoki
Establishment 1989
Products Metal Butterfly
Tel +81 297-84-4533



PRODUCT 08
TOCHIGI



MOTHER TOOL INC.



The tempo mobile is by architects and designers, the answer to their weight and balance, and a new product that approaches space and time. Assembling professionals are carefully assembled one by one by hand in a workshop in Tochigi Prefecture so as not to damage the balance.

From the assembly business of industrial products, which was a family business, the part of assembly is extracted and converted from subcontractors to in-house planning and development and production. In 2007, he focused on overseas development and expansion of sales channels such as collaborative development with ECAL (Lausanne State University of Fine Arts) in Switzerland.

COMPANY

Language support Japanese, English
Name mother tool inc.

Address 688-5 Maruyamacho Ashikagashi Tochigi

Email info@mothertool.com
Establishment 2007

Products sail away
Tel +81 284-22-3144

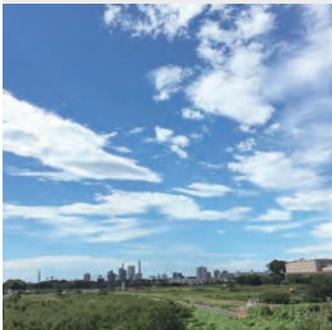
Representative Miho Nakamura



PRODUCT 09
SAITAMA



TADANO-
YAMAMOTO



The concept is “Let’s walk with the Japanese wisdom!”. A rice bag that has finished its job, persimmon tannin that was common in the past, the edge part of a tatami mat that decorated living space...

Japan has such wisdom and it is a waste not to use it. Let’s create new value by combining wisdom and materials used in Japanese life! We are working to create such products that bring a smile to people.

The city of Edo, once called as ‘the world’s largest eco-town’, was full of wisdom and ingenuity to use up something leftover and unnecessary. Rice bags which are thrown away after the end of their service, are very interesting materials in this era of excessive volume of goods in the market. We make the most of the attractiveness of such materials, and offer items that can be carried around.

COMPANY

Language support Japanese, English
Name tadanoyamamoto
Address Sankohaitsu 203 2-520-2 Owadacho Minuma-ku Saitama-shi Saitama

Email tadanoyamamoto.202@gmail.com **Representative** Natsuko Tada
Establishment 2017
Products Bag-in-bag
Tel +81 80-3704-9094



PRODUCT 10
SAITAMA



Y.S.M
CO.,LTD.



We are lighting manufacturer located at Yoshio-City, Saitama Prefecture in Japan. Please enjoy comfortable space by placing our lighting fixture. In this space, your conversation might be little different. This is our sincere hope that we help our users feel little more peaceful as well as smile little more. Mass production is not possible because Yoshio-City, Saitama Prefecture, manufactures one by one with craftsmanship. I would like it to be used by those interested in interior, design and light.

Nine years ago my uncle died and I became the CEO. Various serious things happened to the company, but thanks to the employees and family, I was able to grow the company. From now on, we will deliver happiness to you with light.

COMPANY

Language support	Japanese, English	Email	info@k-ysm.co.jp	Representative	Tetsuya Yashima
Name	Y.S.M Co.,Ltd.	Establishment	1992		
Address	2-342-1 Yashio City Saitama	Products	HOOP		
		Tel	+81 48-998-3610		



PRODUCT 11
SAITAMA



MUSASHINO UNIFORM Co.,LTD.



Tabi is a major traditional product of Gyoda City but the industrial performance has declined in recent years. Traditionally Tabi is black, white or navy color while we aim to increase the work of Tabi craftsmen and revitalize the region by developing a high fashionable pattern colorful socks as “Samurai Tabi” and expanding the market. The Samurai Tabi is a MADE IN GYODA Tabi that is made by Tabi craftsmen in Gyoda city. We would like to be known “Tabi as Gyoda” as consumers enjoy wearing high quality Tabi.

Traditional Tabi patterns uses usually black, white or navy color. The reason for the development of new product was that young people who like to wear kimonos wanted their Tabi with highly designed. At first, when I asked the Tabi craftsmen to produce this, they disliked it because of their eyes were flickering.

COMPANY

Language support
Name
Address

Japanese, English
Musashino uniform Co.,Ltd.
2-7-7 Fujiwaracho Gyoda-shi Saitama

Email
Establishment
Products
Tel

komatsu@hotmail-jp.com
1974
TOKYO ICHIMATSU
+81 48-554-7325

Representative Kazuhiro Komatsu



PRODUCT 12
GUNMA



YAMAMOTO FARM CORPORATION



In some parts of Gunma Prefecture, which accounts for over 90% of konjac production, konjac sponges were made in the severe winter season for more than 120 years, and used as a substitute for soft cloth when babies are born. In our company, we leave the goodness of handmade and mass-produce it in a dedicated factory under thorough quality and hygiene management. By not using antibacterial agents and preservatives, it is a product that focuses on safety. I would like overseas women to try out the “made in Japan” products born from Japanese life.

I was born in a konjac farmer, worked for a konjac company and worked with konjac. I founded the company because I wanted to spread new uses for konjac.

COMPANY

Language support Japanese, English
Name Yamamoto Farm Corporation
Address 1447 Ichinomiya Tomioka-shi Gunma

Email info@yamamotofarm.co.jp
Establishment 1990
Products Konjac Sponge KOMACHI
Tel +81 274-63-4566

Representative Hiroshi Yamamoto



PRODUCT 13
GUNMA



PRODIA
Co., LTD.



"I want to create an everlasting Rainbow." It became a dream of a little boy ever since he saw a rainbow faded in the blue sky. After many years of experiments, his dream has finally come true and appeared to a real world as "Rainbow Stick": the creation of Magic Stick. Enjoy the beauty of the distinct Rainbow Stick changing its shape by twirling or turning the stick upside down. The reflection of shiny light brings you full of happiness and smile forever.

Today, we weave those same plant fibers into beautiful fabrics using modern wisdom. At Chubei, we operate our spinning machines as if weaving by hand, handling the thread carefully strand by strand. Combining fine craftsmanship and impeccable technique, this process allows us to create each piece of fabric with a high degree of perfection, which cannot be achieved by hand alone. Our fabric's tranquil charm is the epitome of Japanese beauty. That's because Chubei harnesses the skills and sensibilities of Japanese artisans to produce brilliant fabrics with meticulous care.

COMPANY

Language support	Japanese, English	Email	dummy@gmail.com	Representative	dummy Takahiro
Name	dummy	Establishment	0000		
Address	dummydummy	Products	dummy		
		Tel	+81 00-0000-000		



PRODUCT 14
CHIBA



ART DIVE Co.,LTD.



“MANAKA” aims to express the fusion of traditional technology and modernity in all areas of clothing, food and housing. In addition to fashion, I would like to expand opportunities to use and experience traditional techniques by increasing product development that integrates Japanese traditional techniques in the field of daily life. In addition, in order to pass on Japan’s wonderful traditional techniques to future generations, it is necessary not only to know the techniques but also to create products that can be sold. Traditional goods cannot be left if things aren’t sold, so how to make something satisfying while having fun in modern life has been a part of future development. It is a big challenge. I would like to expand the field of activities so that people can actually touch MANAKA products both in Japan and overseas, and I have created and manufactured products so that I can enjoy the world of MANAKA more. I want to challenge not only in selling but also in various fields such as events, performances, and video.

MANAKA is a brand that makes things as a new form, using traditional elements and technology so as to be easily adopted in modern life. From our desire to want to convey Japanese traditional culture to posterity. We transform each piece of work into the form putting our hearts into them carefully together with Japanese craftsmen and designers. And we have participated in various events and exhibitions in various countries. MANAKA kimono dresses were created for the purpose of making people better know about the culture of kimonos, first starting with something easy to wear and that can raise the curiosity of people. Easy to set with a front zipper, using a kimono fabric for the patterned part. Further, the kimono dress sash belt was made in a way to enjoy any style you wish. Light and comfortable to wear, a dress that gives an accent to the beauty of women. MANAKA’s dress was worn by world super model Japan. And won the Best Designer Award.

COMPANY

Language support Japanese, English
Name ART DIVE Co., Ltd.
Address 2-3-31-1612 Hamacho Funabashi-Shi Chiba

Email yamanaka@artdive.jp
Establishment 2006
Products MANAKAPhoenix dress
Tel +81 90-2930-5274

Representative Yukiko Yamanaka



PRODUCT 15
AKITA



YOSHINOBU SHIBATA ENTERPRISES LTD.



The Odate Magewappa bento box lunch box can be made unpainted to fully utilize the humidity control effect of natural cedar.

We continue to produce “Unpainted Bending Wappa” because we want to have delicious rice. In order to pass down the natural cedar that the climate of North Tohoku has grown carefully and the techniques that the predecessors have handed down to the future generations.

While creating a good relationship between the creator, the user, and the communicator, we aim to create products that connect from parent to child and from child to grandchild.

It is my belief that traditional art crafts should be preserved and improved. I did not produce OHITSU and HANGIRI by myself.

In 1980, when I was selling Magewappa at a demonstration, one of my customers asked me to have an OHITSU made with a round corner to scoop rice easily. At that time, it was so difficult to make round a corner off. I wanted to meet the requirement and started. Thanks to a lot of advice from many university professors and technical experts, I was able to master the technique, which uses a potter's wheel, after three years.

At last I completed the OHITSU and HANGIRI to satisfy my customers and I was given the Good Design Award by the Ministry of International Trade and Industry. I would like to keep making Magewappa products which have practical use and beauty to make our lives richer.

COMPANY

Language support	Japanese, English	Email	info@magewappa.com	Representative	Yoshimasa Shibata
Name	Yoshinobu Shibata Enterprises Ltd.	Establishment	1966		
Address	15-28, 2-chome, Onari-cho, Odate City, Akita Prefecture	Products	Plain wood Round bento box		
		Tel	+81 186-42-6123		



PRODUCT 16
TOKYO



STUDIO BYCOLOR



I focused on wood because Japan is surrounded by forests in 70% of the country. I want to share the new charm of trees with people all over the world. This was made possible by the forestry people in Shinkiba, Tokyo.

Ten years of experience at an office furniture manufacturer and experience at a design office of a Dutch friend are the basis for the current STUDIO BYCOLOR activity. I work with various clients in an approach that makes use of the appeal of colors and materials. I am grateful that I can connect with more attractive people through INHERENT: PATTERN.

COMPANY

Language support Japanese, English
Name STUDIO BYCOLOR.
Address 6-17-17 Omorinishi Ota-ku Tokyo

Email info@studiobycolor.com
Establishment 2013
Products Contemporary Jewelry, Clock, Architectural Hardware
Tel +81 50-3558-9425

Representative Kaori Akiyama



PRODUCT 17
TOKYO



CHIKUSEN CO.,LTD.



I am careful to design the dress so that the dressed appearance will be refreshed and looked like Edo. Furthermore, not only the design is complete, but also the design lines and details of how the design can be dyed into the fabric according to the image.

Dyed yukata, which was the mainstream of plain and squeezed, with a stylish pattern, the name spread throughout the country as an Edo souvenir. In addition, he creates novel designs through interaction with actors and cultural people who are at the forefront of the times. We got popular actors to wear (advertising tower) and spread their names.

COMPANY

Language support Japanese, English
Name chikusen Co.,Ltd.
Address 2-3 Nihombashi Kobunacho Chuo Tokyo

Email s.ogawa@chikusen.co.jp
Establishment 1842
Products Chikusen Yukata
Tel +81 3-5202-0991
Representative Fumio Ogawa



PRODUCT 18
TOKYO



TRINUS,
INC.



A chemical reaction occurs when two substances come together to form something new. Bringing forth new products with the power to amaze the world requires a fusion between superior original technology and design - a fusion strong enough to be called a chemical reaction. TRINUS, Latin for "triple", brings together Japanese technology, design and end users in an open platform that offers a new realm of value.

There lies a diamond in the rough with hidden potential. Assumptions and common sense may be preventing its awakening. Let's gather ideas from outside the office, take inspiration from each other's ideas and aim for a brighter future. We at TRINUS create an environment that fosters collaboration, enabling the realization of wonderful possibilities. Birthing ideas which make the world exclaim "WOW!"

COMPANY

Language support Japanese, English
Name TRINUS, Inc.
Address Slack Shibuya 903 31-14 Sakuragaokacho Shibuya Ku Tokyo

Email yumi.kaneko@trinus.jp
Establishment 2014
Products Snow Pencils YUKI
Tel +81 3-5244-5796
Representative Shinya Sato



PRODUCT 19
TOKYO



IGM INC.



Although we have operated golf courses for many years, golf players are decreasing year by year. This is due to natural phenomena caused by aging as the number of new participants has not increased.

For this reason, we developed this product to increase the participation rate of new participants, especially women, and to encourage current participants to play for as long as possible.

As mentioned above, the production of golf balls requires extremely delicate technology, and from the viewpoint of maintaining the intellectual property rights of product development, it is considered that production is best in Japan. We are also keen on product development, and decided to manufacture at a factory in Kagawa prefecture, which is relatively close to our golf course.

"We want to break the common sense of golf balls, develop products that draw the public's attention, and draw attention to the entertainment of golf."

In particular, since the 2020 Olympics will be held in Tokyo and golf competitions will be held, we aimed to develop products that can be transmitted from Japan to the world.

It took a lot of effort and time to adjust the dies in order to make the golf ball dimples of various sizes large and small, and to make the design as many times as a regular icosahedron, and a seamless design that was difficult to understand.

COMPANY

Language support Japanese, English
Name IGM Inc.

Address 2-16-7, Nakazato, Kita-ku, Tokyo, 114-0015, Japan

Email info@igm72.co.jp
Establishment 2003

Products Golf ball MYHANABI
Tel +81 03-3917-3000

Representative Takamitsu Kobayashi



PRODUCT 20
TOKYO



ALIANSA
CO., LTD.



This year is the 30th anniversary of our company. We have gained a variety of special Japanese techniques to produce our costume dresses with a beautiful line just by wearing them. Uchikake fabric, which is woven in Kyoto, is a real luxury material. However, Uchikake is a kimono for a wedding and difficult to resale, so we would like to remake for a dress. If there is no users and producers of this beautiful Japanese traditional material, it will have despaired. I will be very sad about it. Therefore, my company would like to introduce this wonderful UCHIKAKE and KINRAN crafting technology from Japan to the world. I want you to enjoy the great tradition as an ALIANSA dress.

COMPANY

Language support Japanese, English
Name ALLANSA Co., Ltd.
Address 1-1-4 Nanakuni Hachioji Tokyo

Email pc@aliansa.jp
Establishment 1989
Products For men's Ascot style Tie, butterfly ties
Tel +81 42-637-1231

Representative Eiko Ueda

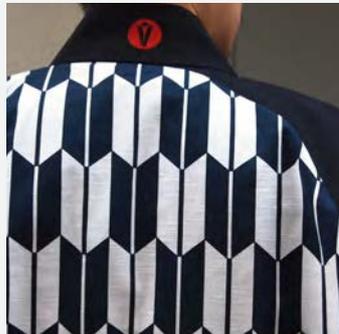


PRODUCT 21
TOKYO



SURPRISE CREATIVE CO.,LTD.

Happi
Denim Indigo Blue
Indigo Dying



"It is one of the traditional Japanese costumes ""Happi"" coats. We will refine our Happi into a modern style while preserving its long tradition.

"Connecting the times. Connecting people."
"Having those feelings, We have designing those."

COMPANY

Have export experiences
Language support Japanese, English
Name SURPRISE CREATIVE CO., LTD
Address Maru-K Bld.7F, 2-29-11, Asakusabashi, Taito-ku, Tokyo, Japan 111-0053

Email ryo.tsuchiya@surprise-creative.jp
Establishment 2015
Business Description Production of traditional Japan coat and costumes
Products Coats

Number of Employees
Representative Masaru Sugiura

ABOUT THE VISIT

Visit Available **Visitation Hours** Mon to Fri 10:00 am~4:00 pm
How to Apply email **Number of Visitors Allowed** Up to approximately 5 people
Time required for observation (min) Approximately 60
Application Deadline prior to one month



PRODUCT 22
TOKYO



DECORO TEXTILIA



While I was learning “Katazome-Paste resist stencil dyeing”, I found in difficulty to get some special materials because Kimono industry is no longer popular and many of craftsmen disappeared. Some studios I used to order for Kimono making process, finally closed their business. Kimono maintaining regularly needs “MUSHIBOSHI” to dry out from the closet. Recycled smelly Kimonos and Obi belts usually sit in there for years. We take them to ARAI and YUNOSHI professionals to make a refresh. We would love to work with the specialists for long and wish these careful works sustain their business.

Once I was trying to have a business with crafts people in third countries, I saw several successful brands. Even poorest nations found a right way to make a business with their textiles and crafts supported by professionals from advanced. Then I asked myself “Should I do something for descended businesses in domestic which have no supports?”. More I see textiles all over the world, I realize that our Kimono is very attractive textile in many ways and am proud of it. I would like to share these fabulous designs with many people and let them rediscover Kimono world not as a traditional costume.

COMPANY

Language support	Japanese, English	Email	textiles@hirokojapan.com	Representative	Hiroko Hirose
Name	Studio Hiroko Hirose	Establishment	2019		
Address	1-15-3 Kohinata Bunkyo-ku Tokyo	Products	Kimono no Pillow		
		Tel	+81 90-7235-0688		



PRODUCT 23
TOKYO



ANCHOR
Co.,LTD.



Our “armor” is the ultimate traditional craft that is completed for the first time through about 5,000 processes after gathering Japanese-specific technologies such as goldsmiths, woodworking, Kyoto woven fabrics, braids and leather crafts. I am proud of that. Every one of the 5000 processes is packed with important thoughts that include the spirits of craftsmen. In order to provide better products without forgetting the spirit of constant challenge, we will continue to inherit the technologies inherited from the first generation, but further refine our original methods and sophisticated technologies to earnestly make products.

We feel great joy and pride in being able to create “one treasure in a lifetime” for our be born / born children. I work hard to make products every day, believing that I am impressed.

COMPANY

Language support Japanese, English
Name ANCHOR Co.,Ltd.
Address Hibiyakashi Bldg. 4F 3-28-15 Hatchobori Chuo-ku Tokyo

Email nagano@ap-anchor.jp
Establishment 1969
Products The Samurai Bottle Helmet Tokugawa Ietyasu
Tel +81 3-6280-2888

Representative Narue Masuda



PRODUCT 24
TOKYO



KITCHIBE
Co., Ltd.



Delicate and comfort Japanese craftsmanship, an organic design, a fusion of tradition and innovation, a scent that reminds you a space and story.

Kodo ("way of incense") has been a part of Japanese culture for over a thousand years. Kodo began as offerings to purify the mortuary tablets of ancestors at temples, and eventually became popular among the upper class as sora-daki, a style of incense burning where the fragrance fills the entire room. Aromatic wood and plants such as agarwood, cloves and sandalwood were ground into aromatic powders. As time went by, the horizons of kodo were broadened with new fragrances, and modern-day Japanese people have developed a keen sense of which aromas best suit their cuisine and rooms. KITCHIBE was established to expand the Japanese sense of fragrance, and we believe it touches people from all over the world. All fragrances are made by the Japanese fragrance and flavor company, Shiono Koryo, with a history of over 200 years. The handmade ceramic diffuser is made by a collaboration with HOUSEN-GAMA, a traditional Mino ceramics producer, and Qurz Inc., a company founded by the designer Takumi Shimamura. We wish all people to enjoy the collaboration of Japanese craftsmanship, organic design and iconic scents.

COMPANY

Language support Japanese, English
Name KITCHIBE Co.,Ltd.
Address 19 Kanda-Konyacho Chiyoda-ku,
Tokyo 101-0035, Japan

Email y-yorifuji@kitchibe.co.jp
Establishment 2016
Products Fragrance Diffuser (likestone Diffuser),
Fragrance Candle (Crinkle Candle), Fragrance Oil
Tel +81 03-3252-4427

Representative Taichi Shiono



PRODUCT 25
EHIME / KYOTO



REBIRTH PROJECT TRADING CO.,LTD.



We have been promoting the “Ehime Silk Project” since 2016 with the aim of creating a new silk industry, developing products using domestic silk, branding, and developing sales channels both in Japan and overseas. Currently, in order to further promote the project, we are aiming to establish a system that can perform everything from cocoon production to processing, product development, manufacturing, and sales. I want to create an industry with a new concept that has never been seen before, and to promote business while coordinating stakeholders across regional and field boundaries, increasing the value of silk materials and passing it on to the next generation.

REBIRTH PROJECT has a mission of “To survive the earth” and reconsider the impact of humanity on the environment and society, and propose new lifestyles for the future. When developing SILMORE, we first focused on utilizing by-products. About 17% of the whole cocoon turns into raw silk from the cocoon. We are working to utilize the remaining 83% of cocoons without waste, discovering the value of what was previously discarded, and trying to create new demand and supply flows by upcycling to high value-added products.

COMPANY

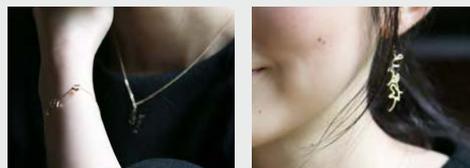
Language support	English	Email	kiyotani@rebirth-project-tr.jp	Representative	Takashi Kawai
Name	Rebirth Project Trading Co.,Ltd.	Establishment	2016		
Address	3-3-38-301, Tachibana, Matsuyama-shi, Ehime, 790-0966 Japan	Products	Silk products		
		Tel	+81 0-0000-0000		

PRODUCT 27
TOKYO



HIRAGANA

Order Flow



We create jewelries by using Japanese ideograms called 'Hiragana'.

By creating these jewelries, we aim to make discover the beautiful calligraphy style of Hiragana's ideograms which are so peculiar to Japan. A new way to wear Japanese aesthetic design.

Through their flowing lines, ideograms come to life. The calligraphist Saori Kunihiro has been fascinated by the beauty of "Hiragana"'s ideograms. Since the Manyo Era (7th/8th Century A.D.), the "Kana" became an important part of the Japanese culture and language.

The calligraphist aims to merger past and present through these ideograms which have allowed Japanese people to express their own feelings for over thousand years. The jewelries called "Hiragana" become a new way to merger liking for writing and Japanese aesthetic.

COMPANY

Have export experiences

Language support Japanese, English

Name Hiragana

Address Niu building 2F, Nihonbashi 2-1-17, Chuou-ku, Tokyo, Japan

Email contact@hiragana.tokyo

Establishment 2015

Business Description Jewellery

Products Order Flow Necklace

Number of Employees

Representative Saori Kunihiro

ABOUT THE VISIT

Visit Unavailable



PRODUCT 28
TOKYO



DUKE
CO., LTD.
Order Flow



Our motto is “beauty in diverse modernity.” In the situation that recent modernity means a mixture of multiple cultures, we would like to be a bridge to connect between Japanese tradition and the other religions. Japanese culture is often considered as dissimilar because of its uniqueness, whereas many people admire the beauty of traditions in Japanese culture.

We desire to change the situation and make more people feel familiar with Japanese culture to notice that it can fit in with the different cultural backgrounds.

Our mission is to demonstrate the exclusive new design for Duke Co., Ltd. with a legacy of Japanese traditions in cooperation with local craftworkers and propose a new way of the usage of traditional Japanese craftworks to help Japanese culture to blend into the different cultural lifestyles.

COMPANY

Have export experiences

Language support Japanese, English

Name Duke Co., Ltd.

Address 3-9-12, Nishiiazabu, Minatoku, Tokyo, Japan

Email goodgoods@duke-japan.co.jp

Establishment 2015

Business Description Japanese Traditional Craftworks

Products Duke Sake Cups

Number of Employees

Representative Noriko Uebo

ABOUT THE VISIT

Visit Unavailable



PRODUCT 30
OSAKA



PROSEVEN
CO., LTD.



A fusion of tradition and modernity through materials, techniques and culture with the concept of a new beauty, we designed it so that the silk used in Saga Nishiki, a traditional cultural property, can be effectively and carefully matched with modern materials. Accessories that can make women more attractive and beautiful and show their glamor.

ne&de / Since it's established in 2008, ne&de has been announcing new designs every year.

nearest & dearest / It comes from the meaning of a loved one, the lineup with the main stone of the Native American guard stone "Turquoise" is a classic line.

In the collection line with strong message, we have a lineup of various artistic techniques such as Japanese traditional silk "Saga Nishiki" and ethical materials.

COMPANY

Language support Japanese, English
Name Proseven Co., Ltd.
Address 1-3-5 Minamisemba, Chuo-ku,
Osaka-shi, Osaka, 542-0081 Japan

Email baba@pro-7.jp
Establishment 2000
Products Super sticky gel pad
Tel +81 06-6261-3800

Representative Masashi Kodama



PRODUCT 31
AICHI



ADERIA CO.,LTD.



What is the color of Japan?

Cherry blossoms in spring, festivals in summer, the turning leaves of fall, and the white landscapes of winter.

We aspire to bring you the profound colors of the Japanese seasons in glass.

So we create hues in the thousands to sustain our attention to detail.

Tsugaru Vidro is born within the red, blazing, 1500°C heat of the furnaces.

The artisans complete each piece with a smoothness that can only be achieved using a blowing iron with refined skill and ability.

With emphasis on the Japanese seasons, Tsugaru Vidro captures infinite expressions like the changing scenery through its color combinations.

We hope everyone enjoys joyful meals and relaxing moments with colorful, charming Tsugaru Vidro.

Hokuyo Glass, a glass manufacturer that makes Tsugaru Vidro. Established in Aomori in 1949, fishing floats were the mainstream at that time. Eventually, they are replaced by plastic. In 1982, we began to produce crafts such as vases.

Since then, Tsugaru Vidro has become one of the most beloved glass tableware in Japan.

COMPANY

Language support Japanese, English
Name Aderia Co.,Ltd.
Address 1880 Kawai Iwakura Aichi

Email tsuboi-m@ishizuka.co.jp **Representative** Teruyuki Machino
Establishment 1949
Products NEBUTA Tumbler
Tel +81 587-37-2019

PRODUCT 32
OSAKA



KOBISHI SANGYO CORP

Sumi Socks



The appeal is that fashion elements can be realized even through socks, which have high practical applications. We value the construction method that can only be expressed in Japanese production, and try to differentiate it from foreign products. Every season, we launch designs inspired by various countries and regions.

We adopt an approach combining a 200-year tradition and innovative attempts to our production, and transfer this value to the next generation so that we may continue disseminating Japanese modern luxury.

COMPANY

Have export experiences

Language support Japanese, English

Name Kobishi Sangyo Corp.

Address 4-1-16, Ohmiyadohri, Moriguchi, Osaka, 570-0033 Japan

Email yusuke_kobayashi@ueyamagroup.com

Establishment 1976

Business Description Made In Japan Textile

Products Socks

Number of Employees

Representative Nobuyuki Ueyama

ABOUT THE VISIT

Visit Available Visitation Hours Upon request Time required for observation (min) Upon request

How to Apply email Number of Visitors Allowed Upon request Application Deadline Upon request

Other Upon request



PRODUCT 33
OKAYAMA



WHOVAL
CO.,LTD.



Based on the concept of “AUTHENTIC JAPAN DENIMISM”, it expresses a unique design and a calculated silhouette that can only be expressed with a factory brand, backed by reliable sewing and sophisticated processing techniques up to vintage. It is.

JAPANESE CRAFTSMAN SHIP is surely breathing in the vintage feeling that drifts some Japanese tradition and culture, while being designed naturally and stylishly.

Blue Sakura products are created one by one in Kojima, Kurashiki City.

Sunny country “Okayama”. The beautiful Seto Inland Sea with a mild climate and more than 700 islands is called the “Japanese Mediterranean”. At the center of this beautiful area is Kojima, the birthplace of Japanese jeans.

The craftsmen who are attracted to denim who want to communicate the manufacturing in Kojima to the world are trying to make better products and become the best craftsman in the world.

While cherishing the tradition of good old things, we continue to challenge new craftsmanship and infuse the soul of Kojima made into each denim.

Cause I born in Kojima and grew up with denim, it was so automatically stepping into jeans industry.

We established WHOVAL in 2007. From the thought that we can't realize our creations without washing process, so we started the processing plant. Employees has exceeded 30, and we are striving to raise the value of “made in Kojima”. Skilled engineers and sensitiveness youth work hard together to expand the range of their works and also challenge various processing. Now here in Kojima has become widely known as a town of jeans over the world.

“Bring to the world from Kojima, the birthplace of Japanese domestic jeans .”

This is our belief to develop unknown technology and new products.

COMPANY

Language support Japanese, English

Name WHOVAL Co.,Ltd.

Address 5-1-50,Kojima,Shimono-cho,Okayama,711-0906

Email r.ino@whoval.com

Establishment 2009

Products “DENTO” KIMONO SASHIKO

Tel +81 86-474-0080

Representative Shuji Ishibashi



PRODUCT 34
TOKUSHIMA



DAIRI LUMBER CO.,LTD.



Tokushima prefecture is Japan's biggest domestic producer of the indigo plant. Because of this, the area is home to skilled craftsmen who have specialized in Indigo-Dyed for generations.

Aside from the masterfully produced indigo-dyed textiles, we are creating beautiful interior/ exterior building material using indigo-dyed cedar. Also, we manage the indigo plants farm by ourselves for trying to expand the local businesses. As a reason for that, we would like to hand over our Japan Blue and another local valuable resource to the next generation.

By developing a unique paste-like substance from the traditionally-produced indigo and treating it as a pigment rather than a dye, we established a technology that can be used as a paint or spray and applied it to designs that make use of grain as part of construction materials, interiors, or small objects. These products exhibit a rich blue that still allows the natural surface grain of the wood to be visible, unlike painted wood. Due to the nature of the process, each piece is unique in terms of the depth of color achieved.

Dairi Lumber offers interior and building materials including logs as residential building materials, and we have the largest market share in the Shikoku area in the manufacture of two-by-four-home houses paneling. Recently we established an indigo coated materials technology that can be used as a paint or spray and applied it to designs that make use to wood as part of construction materials, interiors, or small objects.

COMPANY

Language support Japanese, English
Name Dairi Lumber Co.,Ltd.
Address 7-68 Tsudakaigan cho Tokushima city, Tokushima

Email info_abroad@dairinet.com
Establishment 1959
Products Indigo Coating Cypress Wood Pair Cup Set
Tel +81 88-662-5505

Representative Takahiko Kohama



PRODUCT 35
KANAGAWA



AKARI
CO.,LTD.



We have developed a lighting device that produces artistic and optical effects. In this lighting device, a single light source that emits light downward from the upper part of the illumination body mounted on the surface to be illuminated is supported by the illumination body, and has an uneven shape that reflects and scatters the emitted light. An irradiation surface portion having an inner surface and an irradiation surface partially opened are formed. The irradiated main body diffracts the scattered light reflected and scattered by the uneven surface of the inner surface, and together with the brightness of the diffracted light in the main body, a predetermined irradiated surface pattern creates a shadow of light and produces it on the bottom and side surfaces.

The biggest feature is that Ise paper pattern, which is a traditional Japanese craft, is faithfully reproduced using a photo-etching technique and metallized, and this metal plate is used for the irradiated surface.

We paid attention to the pattern used for dyeing, a traditional Japanese craft. The goal was to create a product that preserves this wonderful traditional Japanese technique and design. Focusing on Ise Katagami, which has a history of more than 1000 years, we aimed to create a work that can transmit the traditional Japanese kimono design to the world and introduce a wide range of Japanese traditional techniques. The point is how faithfully reproduce the delicate technique and design of hand-carving. The latest technique (photo etching) was used to solve this problem, and the detailed design was copied (metallized).

COMPANY

Language support Japanese, English

Name Akari Co.,Ltd.

Address 3-16-6-524,kuji,takatsu-ku,kawasaki-shi,kanagawa-ken,

Email k.akari@tbz.t-com.ne.jp

Establishment 2008

Products Miyabi

Tel +81 44-813-1038

Representative Kanji Takahashi



PRODUCT 36
KANAGAWA



FLORAL KOBO KATSURA INC.



We applied the freeze-dry processing technology and made the beautiful moss produced at the foot of Mt. Fuji into FUJIGOKE. We are aiming to distribute them globally as the unique products originated in Japan.

We developed Karesansui kit as an example of use of FUJIGOKE. We hope customers will know traditional Japanese garden style, Karesansui together with the beautiful moss of Japan.

As I engaged in flower arrangement, I thought as user that coating liquid would be useful in order to overcome the fragility of preserved flower. So I started the development of it, As “Garde”, the water-soluble flower coating liquid was successfully developed, I became an entrepreneur to promote it to many people engaged in floral business. I also started developing “Frozen Flower” (freeze dried flowers). As the beauty of them became praised by world-famous European flower artist, I aimed to distribute fine products globally. In Sep,2015, I exhibited Frozen flower and Garde at the Mason & Objet Paris. Now FUJIGOKE is on trial sale in Paris.

COMPANY

Language support Japanese, Chinese

Name Floral kobo katsura Inc.

Address 3-31-33, Minamiyamata, Tsuduki-ku, Yokohama-city, Kanagawa, 224-0029, Japan

Email info@f-katsura.com

Establishment 2011

Products FUJIGOKE (Freeze dried moss), Frozen Flower (Freeze dried flower), Garde (flower coating liquid)

Tel +81 045-591-1782

Representative Katsura Ito



PRODUCT 37
KANAGAWA



"Solby"" is a coined word of "Sol (sun) " and "by" from "Baby". DADWAY made up this word putting a wish that our products to make "Sparkle smiles of every families" who used our products. "Okiagari Mukkuri" from this brand is gently made one by one. The factory was established in 1959, and today, this is an only place making this type of toy. The essential part is a music box. Craftsmen put 7 different type of piano wires very carefully, as it would make totally different sounds by its angle or length. Also in the summer time, factory's temperature gets closed to 50 degrees.

The plastic part is originally a piece of panel and then, vacuum-formed. It would also make differences by temperature or humidity of the day, so it is carefully controlled by craftsmen. We discover Japanese long loved toys and put our story with colorful original designs likewise coming out from picture books, wishing to support and to make smiles of those who are or involved in raising children.

COMPANY

Have export experiences

Language support Japanese, English

Name DADWAY, Inc.

Address 2-15-12, Shin Yokohama, Kouhoku-Ku,
Yokohama Kanagawa 222-0033 JAPAN

Email r_furutani@dadway.com

Establishment 1992

Business Description Baby and pet products

Products Ruler, Bowls and Cups

Number of Employees

Representative Kimihiko Shiratori

ABOUT THE VISIT

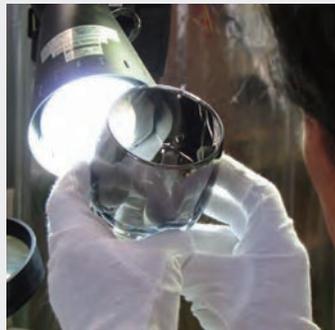
Visit Unavailable



PRODUCT 38
SHIZUOKA



NISSHO KOGYO Co.,LTD.



“Beauty” is inherently a value that is not affected by the color of eyes and the color of the skin, culture and faith, male and female sex. And “food” is the same, happy time everyone in the world has. PROGRESS proposes new, exciting and delicate new lifestyles by removing various boundaries and dressing up food.

The birth begins with a single glass plate. Glass specimens that are casually thrown away at the production site. One day, the spirit of a single employee who sees the fascinating shine begins. The days when I want many people to know the beauty of “color of light” that I have never seen before. The joy I received from the glass plates I met at that time is the same as when I drank a delicious wine, which leads to the birth of the glass.

COMPANY

Language support Japanese, English
Name Nissho Kogyo Co.,Ltd.
Address 528-1 Nakagawa Shimada Shizuoka

Email nissho@trad.ocn.ne.jp
Establishment 2010
Products Jewelry • Glass
Tel +81 547-38-1414

Representative Hiroo Konagai



PRODUCT 39
SHIZUOKA



YAMAZAKI SEISAKUSHO Co.,LTD.



During the 17th century, the shogun of Japan, Tokugawa Ieyasu, gathered craftpeople with high skill for metal processing. "3-daime Bankin-ya" was born to challenge the further possibility of sheet metal and take its craft minds over to the next generation based on the skills and sensibilities established by the former metal craftpeople. Our refined skills for cutting, hammering and bending can make delicate designs more beautiful and they can make what you have never seen before possible. We can create Beauty never before seen in metal and are delivering a new brilliance to your life from our small factory. By evolving traditional Japanese culture to a new form, we are spreading the attractions of "Made in Japan" to all over the world and challenging to make it even more valuable.

"3-daime Bankin-ya" is a factory directly managed brand that began with the desire to spread the metal texture and craftpeople's wonderful skills to the future generations with introducing women's perspective into the sheet metal processing that was said as the male world. All the planning and management is operated by women, and we are handling many kinds of products from our original stainless steel accessories to interior products such as tables and are having obsessiveness with details of all our products. We think that "Manufacturing" is the creation of "bonds between heart and hand". We continue to challenge every day with the passion and technology for "manufacturing" by sheet metal craftspeople and the rich sensitivity and ideas by women.

COMPANY

Language support	Japanese, English	Email	info@bankin-ya.jp	Representative	Kaori Yamazaki
Name	YAMAZAKI SEISAKUSHO Co.,Ltd.	Establishment	1970		
Address	241, Nagasaki, Shizuoka Shi Shimizu Ku, Shizuoka Ken, 424-0065, Japan	Products	Metal accessories, Interior accessories, Parts for medical machines		
		Tel	+81 054-345-2186		



PRODUCT 40
SHIZUOKA



KURITA SANGYOH Co.,Ltd.



The OriOri series (crane chopstick rest, turtle small plate, square cup) can enjoy more delicious Shizuoka cuisine with abundant nature surrounded by mountains and the sea, and deeper quality sake made with the clear water of Shizuoka. It was developed with the aim of creating a tasteable tool. We adopt origami's multi-sided structure and contribute to the celebration and make Japanese seats more gorgeous as beautiful Japanese dishes.

Our company is a long-established casting manufacturer founded in 1890. Shigetaro is named after the founder, Shigetaro Kurita. Shigetaro Kurita lost his parents as a child and crossed the mountain, working at a foundry in Tokyo from the age of seven, and gained casting skills. I returned home at the age of 18 and founded our company in Shizuoka. He has been involved in many foundries as a leader and established a foundry union, and is said to have contributed greatly to the development of the foundry industry in Shizuoka.

We have launched "Jutaro" to contribute to the local community through casting by inheriting the will of Shigetaro Kurita. Contributing to people's lives through casting is our founding purpose.

COMPANY

Language support Japanese, English
Name KURITA SANGYOH Co.,Ltd.
Address 3-6 Toyoharacho Surugaku Shizuoka-city Shizuoka Japan

Email kei-kurita@kuritasangyoh.co.jp
Establishment 1890
Products Industrial castings and general market castings
Tel +81 054-282-0644

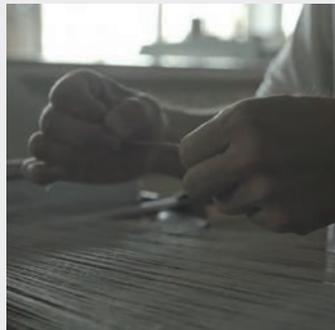
Representative Shigenori Kurita



PRODUCT 41
SHIZUOKA



PER NOI
CO.,LTD.



JAPALY's collection is mainly made with natural materials such as cotton and hemp. These natural materials bring a sense of traditional comfort to the modern, fast-paced, high technology way of life.

JAPALY's philosophy is to provide a high quality of product which can be used and loved for a long time by consumers.

JAPALY's owner has previously lived in Italy. Collection using Enshu Textiles and introducing it worldwide, especially in Italy where her prestige products with high craftsmanship are appreciated.

COMPANY

Language support Japanese, English
Name Per Noi Co.,Ltd.
Address 3-14-13 Saiwai Nakaku, Hamamatsu, Shizuoka Japan

Email Isobechie@gmail.com **Representative** Chie Isobe
Establishment 2018
Products Bag and goods
Tel +81 090-3456-0112



PRODUCT 42
NIIGATA



KANDA
CO., LTD.



First of all, history of Tsubame-sanjo Ramen has been developed with industry which has known as a famous metalworking. At that time, they often use ramen catering service for workers at the factory. It was not unusual ordering 50 bowl of ramen at the same time. That experience gave us the idea how we keep ramen warm until it is delivered.

COMPANY

Have export experiences
Language support Japanese, English
Name Kanda co.,ltd.
Address 912 Sugiyanagi,Tsubame-city,Niigata,
Japan 959-1272

Email r-inaba@kankuma.co.jp
Establishment 1965
Business Description Kitchen equipment
Products Bowls and cups

Number of Employees
Representative Tomoaki Kanda

ABOUT THE VISIT

Visit Unavailable



PRODUCT 43
NIIGATA



ARTISAN.LLC



Everyone adores the value that never changes over the time, while at the same time searching for something new. We at [Artisan] endeavor to develop new products, merging traditional craftsmanship and new technique.

Tsubame city, Niigata Prefecture where there is our company is known throughout the country as an area where metal processing is a local industry. We have been involved in metal processing for a long time in that town and utilizing the traditional technology of metal products, especially Western tableware. We started this company with the hope that more people would know the beautiful and attractive crafts and tableware. We develop and manufacture the products we have planned with the people who have original technology supported by the ancient traditions of this area and delivering new products as never before under the "Artisan brand". We will spare effort by hand of craftsman carefully one by one, we will devote ourselves to manufacturing with the spirit of valuing things.

COMPANY

Language support Japanese
Name ARTISAN.LLC
Address 417-5 Haigata, Tsubame-City, Niigata-Pref, JAPAN

Email artisan@aroma.ocn.ne.jp
Establishment 2017
Products Japanes tea utensils Cutlery Tumbler
Tel +81 0256-63-3446

Representative Masayuki Nagasawa



PRODUCT 44
NIIGATA



HOSHIYU CORPORATION



MANUPAPER is a new communication tool that enriches your lifestyle by a hand drawing. Not just informative function, the hand drawing expresses the nature of communication. "MA" means between people, "NUPAPER" comes from the word new paper. Drawing with heart, writing by hand, MANUPAPER offers you a joy to share with people.

Aiming to be free from stereotypes of printing and packaging industry, we have launched our own product brand "MANUPAPER" so that we can create new values and possibilities. Expressing "a joy of hand drawing", MANUPAPER would be an entirely new communication tool that goes beyond an ordinary stationary.

COMPANY

Language support Japanese, English
Name HOSHIYU CORPORATION
Address 7-8, Higashi sakae cho, Yoshida,
Tsubame city,959-0232,Niigata Japan

Email hitomi@hoshiyu.co.jp **Representative** Koji Hoshino
Establishment 1977
Products Packages
Tel +81 24-565-2331



PRODUCT 45
NIIGATA



MARUMI YASUDA KAWARA KOGYO CORPORATION



The demand for Yane Kawara (Japanese roofing tiles) has been decreasing year by year. This project was started to promote Kawara products by transforming our business scope from 'housing' to 'dining'. The project also aims at contributing local economy by highlighting the capability, competitiveness and uniqueness of the local firm like us. The project will hence keep up our traditional Kawara culture which has significant technical spec and artistic beauty. We designed the product by trimming weight as Kawara is likely to be heavy. Designers also try to form shape easy to be handled. The kiln exclusively designed for firing Kawara is used for the process of making 'Tsuki'. We needed to overcome the initial difference between making Kawara and dish particularly on the ratio of expansion and contraction and composition of glaze. 'Tsuki' is the product we offer the market after such long journey of production.

Yasuda Kawara has been handed down as a family business since Tempo era (1830 - 1844) of Edo period. Three Kawara makers which are in the extended family relationship came together to establish one new firm, Marumi Kawara Kogyo Corporation and started its business in 1980 mainly because we needed to survive a harsh competition in Kawara market against other producers coming from outside of Niigata prefecture. By introducing 'Tunnel Kiln', a production system which enable us do mass-production, we established a business organisation to keep the tradition and culture of "Yasuda Kawara" that was born and raised in Niigata.

COMPANY

Language support	Japanese, English	Email	marumi@amber.plala.or.jp	Representative	Kazuto Endo
Name	Marumi Yasuda Kawara Kogyo Corporation	Establishment	1980		
Address	6130-1 Yasuda Agano City Niigata	Products	sake set		
		Tel	+81 250-68-3802		



PRODUCT 46
YAMANASHI



KOACUTE CO., LTD.



With 22 years of Jewelry craft experiences, we have been working to produce a new iron casting products, by making various samples to achieve its thickness of 1.5 mm that is beyond the thickness limit of iron casting industry, and now we are proudly able to introduce a new type of bell product with thinner wall, lighter weight, good functionality and superb design. The 2020 Olympic Cycling Road Race will be held in our local region, Yamanashi. We have a promotion plan in progress with the Yamanashi Prefecture Government, offering free rental of our products to the residents in Yamanakako Village and the related members to cheer up the race event.

In addition, there is a plan to collaborate our products with Japanese shrines and temples. As a first plan, we are currently working with the Takeda Shrine that is dedicated to the divine soul of the Lord Shingen Takeda.

COMPANY

Have export experiences
Language support Japanese, English
Name KoaCute
Address 4-4-18 Shimoida Kofu-City Yamanashi-Ken

Email info@koa-cute.com
Establishment 2016
Business Description Curling bell
Products Chochi-rin

Number of Employees
Representative Yukari Koana

ABOUT THE VISIT

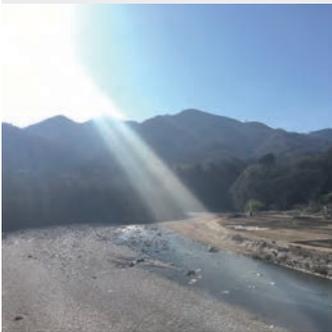
Visit Unavailable



PRODUCT 47
YAMANASHI



NISSEI CO.,LTD.



We have 80 years history in Thread Rolling industry and I applied our tecknology into new business as a new business development team leader.

We would like to somehow spread the technology of anti-loosening bolt that my father developed. From that though, guitar accessories were born by applying this techno. Right now, it is only sold in Japan, but I would like to spread this wonderful Japanese techno all over the world.

COMPANY

Language support English,Chinese,Japanese
Nam NISSEI CO LTD

Address 2022 torisawa Tomihama-cho Ohtsuki-shi,
Yamanashi,Japan

Email k_shinbutsu@nisseiweb.co.jp
Establishment 1939

Products Thread Rolling machine
Tel +81 080-1170-0998

Representative Toshinaka Shinbutsu



PRODUCT 48
YAMANASHI



MAKITA SHOTEN CO.,LTD



Founded in 1866 and still proudly based on the fabric manufacturing traditions of the Edo period. Makita produces umbrellas that are a tribute to the culture rooted in the nature and climate of Japan and to the noble spirit of "MOTTAINAI". These umbrellas are not merely instruments to create shelter from rain and sun. They will add a touch of elegance to your style and help you enjoy the rainy days. They are umbrellas that you will want to cherish.

Our business should not be only for supremacy of sales. What we work for is to activate the whole weaving industry of our region. And we keep on thinking about our clients and create products and services. Our products are all for our clients satisfaction.

COMPANY

Language support Japanese
Name Makita Shoten Co.,Ltd
Address 1717 Onuma Nishikatsura Minamitsurugun Yamanashi

Email y.makita@makita-1866.jp
Establishment 1866
Products Textile,Umbrella
Tel +81 0555-25-3111

Representative Norio Makita



PRODUCT 49
YAMANASHI



YAMAZAKI ORIMONO



Finished with a lot of ingenuity to bring out the attractiveness of the material. Even if there is no word, it will be transmitted if you touch it. I believe that there is no border in the sense that the skin and fingertips feel “comfortable”.

Founded in Yamanashi as a brokerage company that has been active in the textile industry for over 400 years. Utilizing various processing technologies in Japan and overseas, we have developed a variety of high-value-added products and used a variety of yarn materials to pursue originality not found in other countries and other countries, and have focused on fabric material development. The products that are currently commercialized include those that use a part of “Morphotex” from Teijin Fibers Ltd., those that use the traditional industry of Gifu “Mino Washi”, and that have been handed down to this area of Mt. Fuji. There is a reproduction of Kai silk.

COMPANY

Language support Japanese, English
Name yamazakiorimono
Address yamanashi-ken minamitsuru-gun nisikathura-machi onuma 1697

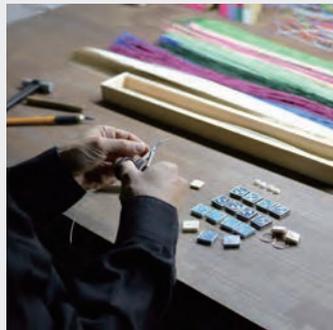
Email ym-tex@peach.ocn.ne.jp **Representative** Yasuhiro Yamazaki
Establishment 1916
Products muffler
Tel +81 555-25-2217



PRODUCT 50
NAGANO



RITUAL THE CRAFTS



The atelier of RITUAL is located at Iida city in Nagano prefecture where known as the industry of Mizuhiki strings. "Iida Mizuhiki" is shipped throughout Japan.

A New Story about "Mizuhiki" Arts drawn and created by "Mizuhiki" strings Since the ancient ages, Japanese has used Mizuhiki strings for important festivals and ceremonies. One string becomes one surface. The surface finally forms the shape, which is the moment of becoming "Mizuhiki Arts" We, "RITUAL the crafts" produce our works with the unique sensibilities as artists, combined together with the traditions come from the ritual and the ceremony using Mizuhiki strings. The history of Mizuhiki strings has been back to around the year 600. The ancient Japanese brought back the gifts wrapped with the strings from Eurasia continent. They perceived those strings as decorations showing a spirit of respect. That is said as the beginning of Mizuhiki. Since then, Japanese has inherited the culture of Mizuhiki to nowadays with entrusting their spirituality to a single string, even though the style has changed over time. We give a birth to new story about "Mizuhiki" with a sense of the present days while deeply appreciating those long history as well as their traditional creativity and spirituality.

COMPANY

Language support Japanese, English
Name RITUAL the crafts
Address 276 Kamitonooka Iida-city Nagano JAPAN

Email ritual.thecrafts@gmail.com
Establishment 1016
Products Contemporary Mizuhiki art, objects, jewelry
Tel +81 070-6971-8544

Representative Shingo Nakata