



ESSENCE  
OF  
JAPAN

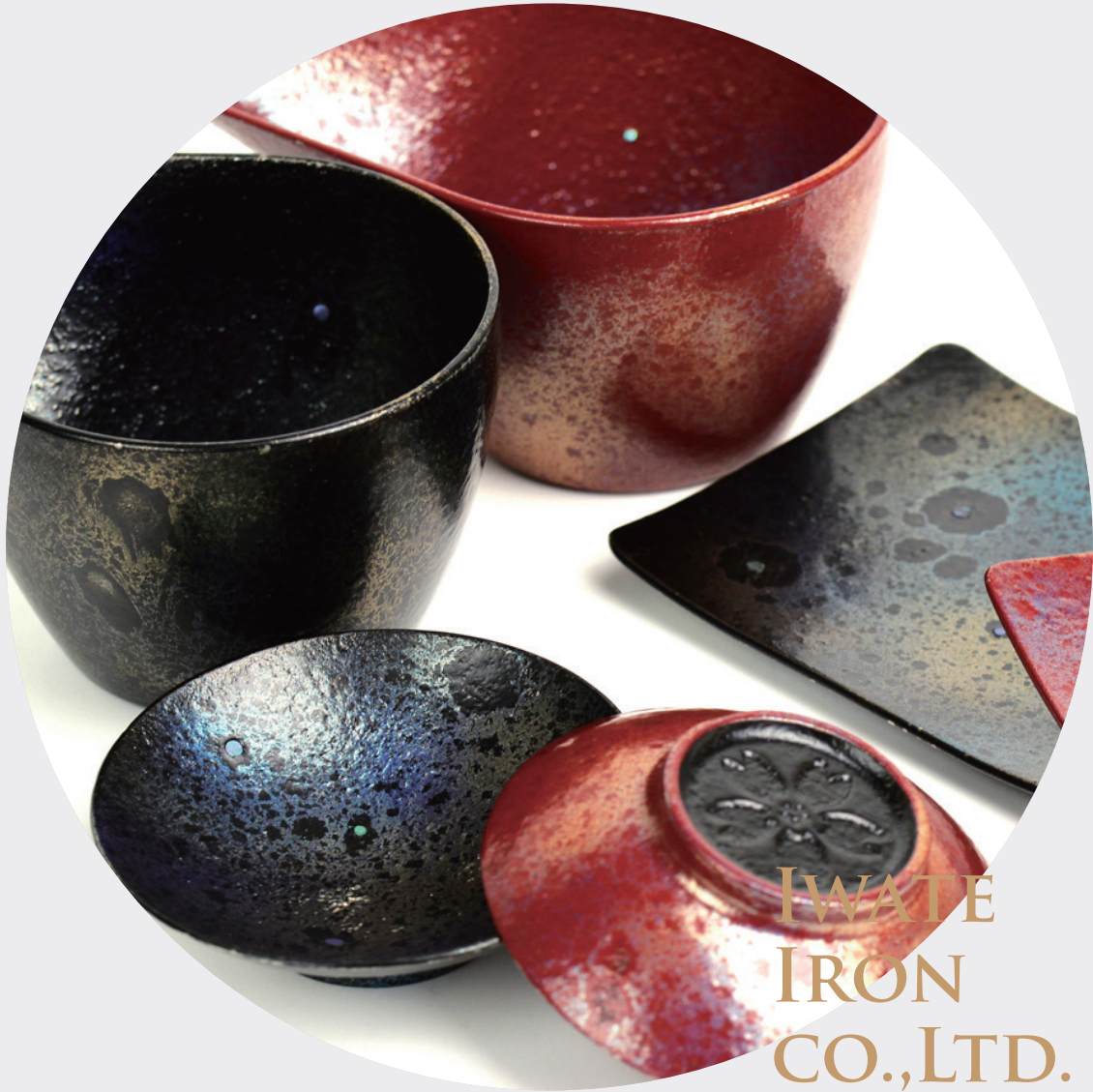
MASTERY  
COLLECTION

TAKUMI NEXT  
2020

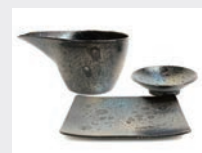




PRODUCT 01  
IWATE



# 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  
**Name** Iwate Iron Co.,Ltd.  
**Address** 18-14, Fujine Waga-cho Kitakami-shi, Iwate

**Email** takase.i@iwateiron.co.jp  
**Establishment** 1949  
**Products** Mother of Pearl Inlaid lacquer Iron Base  
**Tel** +81 197-73-5121

**Representative** Mitsugi Sato



PRODUCT 02  
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

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





PRODUCT 03  
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

**Email** nawa@watasijapan.co.jp  
**Establishment** 2016  
**Products** kimono hijab kimono abayas  
**Tel** +81 248-29-8777

**Representative** Junko Nawa





PRODUCT 04  
FUKUSHIMA



KUBOKI  
Co.,LTD.



**【Relation with Fukushima】**

We are the tatami-makers who settled in the area lasting 280 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**

<b>Language support</b>	Japanese, English	<b>Email</b>	info@tatami-jp.com	<b>Representative</b>	Tetsuo Kuboki
<b>Name</b>	kuboki Co.,Ltd.	<b>Establishment</b>	1740		
<b>Address</b>	nakanomachi55, sukagawa, Fukushima, 962-0852	<b>Products</b>	tatami mat		
		<b>Tel</b>	+81 248-72-8989		



PRODUCT 05  
FUKUSHIMA



# AIZU ULTRAVIOLET JAPAN GROUP



Aizu Lacquer has been designated as a traditional craft, but the demand for lacquer ware has decreased, and the Aizu lacquer ware industry has struggled for many years. For this reason, UV Japanese lacquer (urushi) has been developed as a new technology that meets the current needs. UV Japanese lacquer (urushi) overcomes the weaknesses of lacquer by instant drying with ultraviolet rays. I would like to expand the use of UV Japanese lacquer (urushi) to the world by incorporating advanced technology into Japanese traditional crafts.

With the UV Japanese lacquer (urushi) developed as a new Japanese lacquer (urushi), the lacquered “Yu-aizu”, the lacquer ware manufacturing and sales “Sanyoshi lacquer” and the Buddhist altar Buddhist ware manufacturing and sales “Hoshi” will join hands to see the possibility of a new UV Japanese lacquer (urushi) We launched the “Aizu UV Japanese lacquer (urushi) Group” to explore. The three companies brought together the wisdom ingenuity and technology they have cultivated in their respective steps and started activities aimed at developing new products.

## COMPANY

**Language support** Japanese, English

**Name** Aizu ultraviolet Japan Group

**Address** 40 Murahigashi Ichinoseki Monndenmachi  
Aizuwakamatushi Fukushima

**Email** ikeda@e-alte.com

**Establishment** 1900

**Products** Interior speaker painted by UV japanese lacquer(urushi)

**Tel** +81 242-27-4380

**Representative** Takashi Igarashi

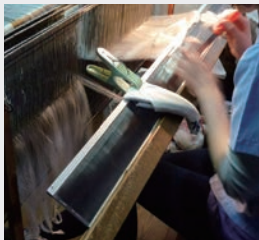




PRODUCT 06  
FUKUSHIMA



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 launch 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

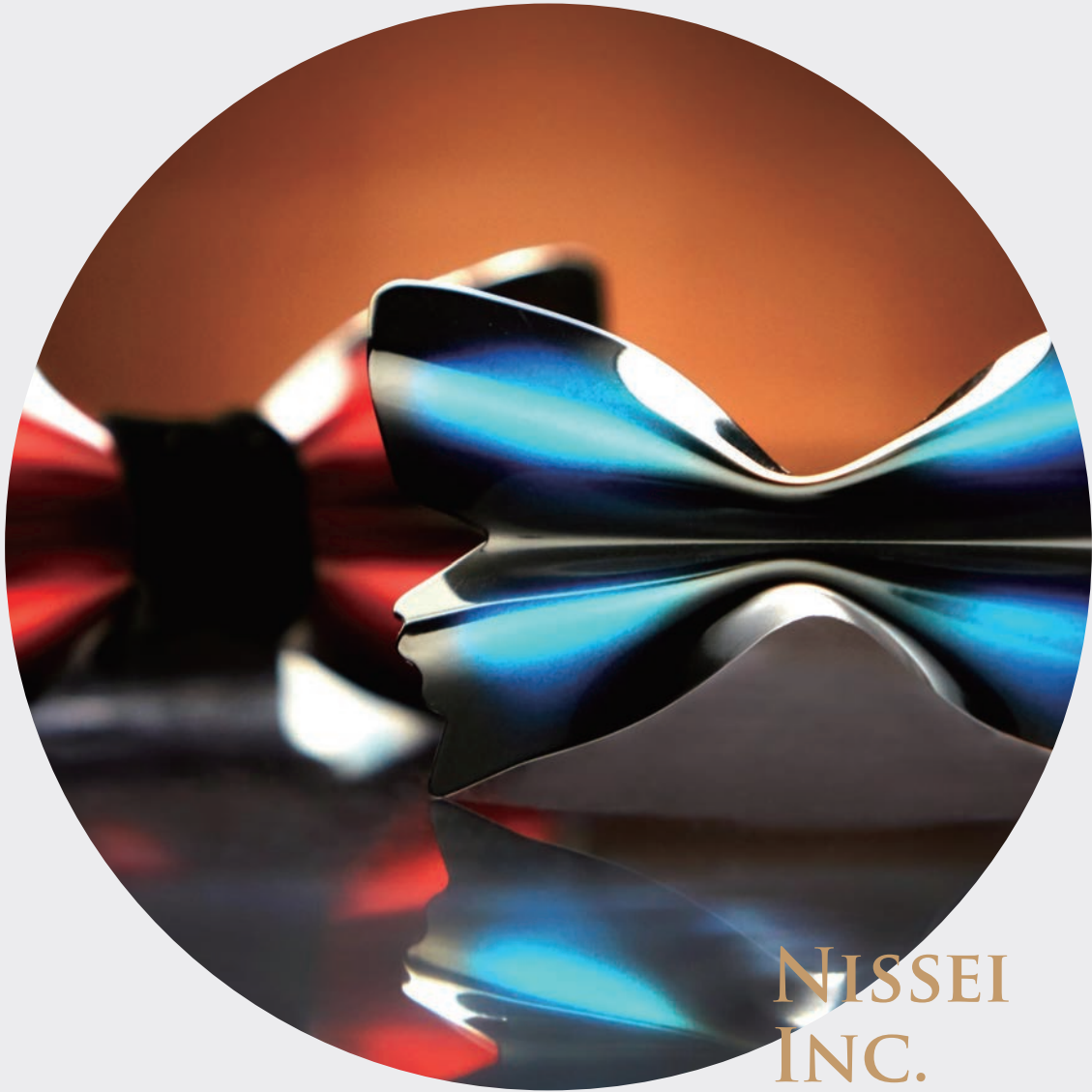
**Tel** +81 24-565-2331

**Representative** Yasuyuki Saito

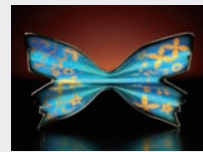




PRODUCT 07  
IBARAKI



**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 Inaskigun Ibaraki

**Email** aoki.nissei@gmail.com

**Establishment** 1989

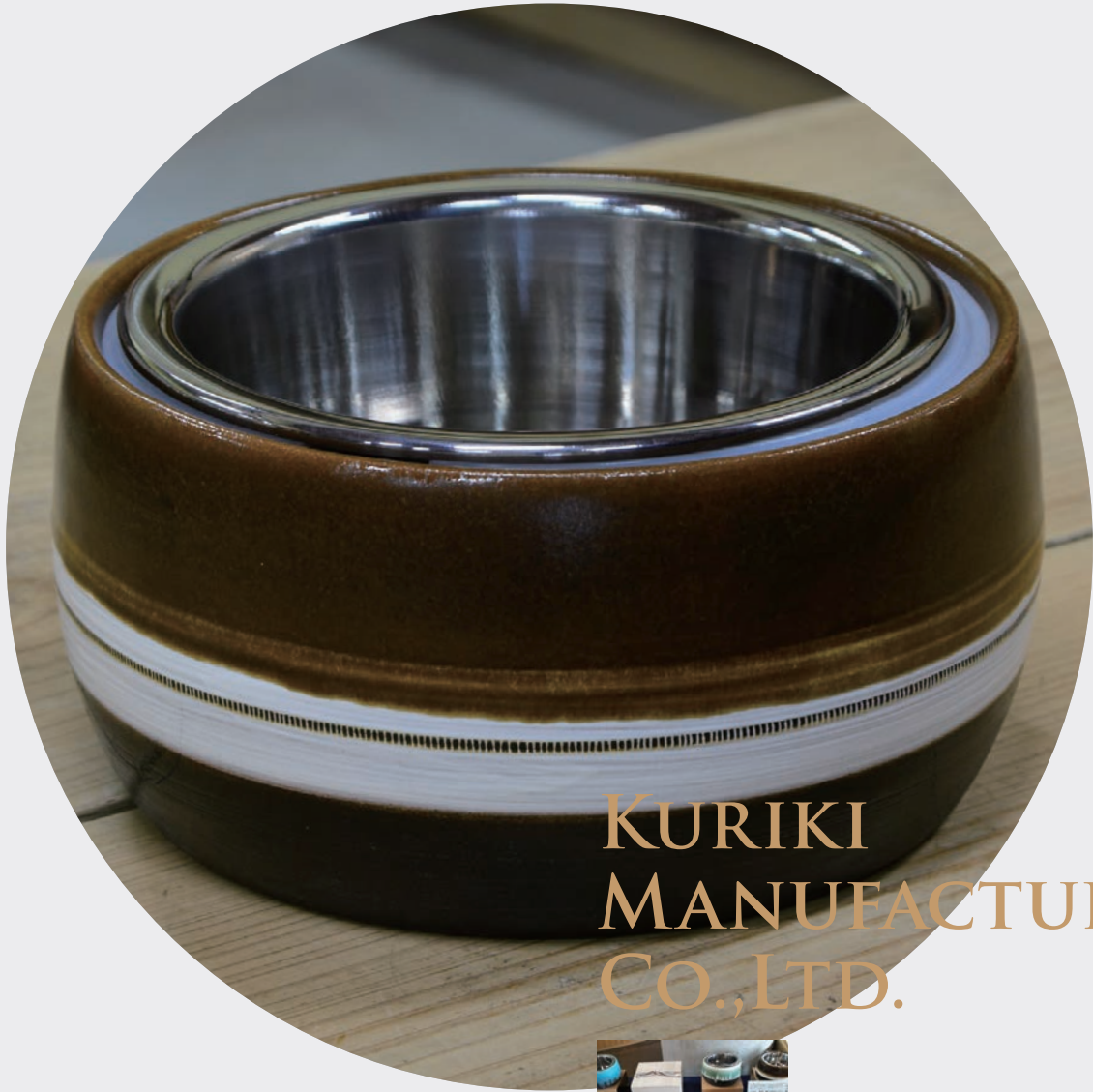
**Products** Metal Butterfly

**Tel** +81 297-84-4533

**Representative** Ichiro Aoki



PRODUCT 08  
IBARAKI



# KURIKI MANUFACTURE CO.,LTD.



A lot of pottery producers and artists are gathered in Kasama City from all parts of Japan. Many fashionable and heart-warming potteries are produced everyday. This feeder is built up with characteristics of beauty and utility of Kasama ware. Your pet's food will look more healthy and amiable. That's why we produced this (Pettery) for every pet lover.

The current president is the third generation. We are working on the development of the new product without forgetting the enthusiasm of the founder.

## COMPANY

**Language support** Japanese, English, Indonesian, Chinese  
**Name** Kuriki Manufacture Co.,Ltd.  
**Address** 1681-1 Onuki Namegata-city Ibaraki-pref

**Email** kurikiaki@kuriki-ss.co.jp  
**Establishment** 1948  
**Products** Builder's hardware and Houseware  
**Tel** +81 291-35-2636

**Representative** Akiyoshi Kuriki



PRODUCT 09  
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 10  
GUNMA



PRODIA, INC.



“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

**COMPANY**

**Language support** Japanese, English

**Name** PRODIA, Inc.

**Address** 1-2-24 tsutsumicho kiryu gunma 376-0042

**Email** prodia@sky.bbexcite.jp

**Establishment** 2008

**Products** art

**Tel** +81 80-5463-4970

**Representative** Yoshiyasu Kojima



PRODUCT 11  
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

<b>Language support</b>	Japanese, English	<b>Email</b>	info@yamamotofarm.co.jp	<b>Representative</b>	Hiroshi Yamamoto
<b>Name</b>	Yamamoto Farm Corporation	<b>Establishment</b>	1990		
<b>Address</b>	1447 Ichinomiya Tomioka-shi Gunma	<b>Products</b>	Konjac Sponge KOMACHI		
		<b>Tel</b>	+81 274-63-4566		

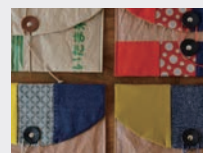




PRODUCT 12  
SAITAMA



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 13  
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** Japanese, English  
**Name** Musashino uniform Co.,Ltd.  
**Address** 2-7-7 Fujiwaracho Gyoda-shi Saitama

**Email** komatsu@hotnet-jp.com  
**Establishment** 1974  
**Products** TOKYO ICHIMATSU  
**Tel** +81 48-554-7325

**Representative** Kazuhiro Komatsu



PRODUCT 14  
CHIBA



# PROVIDENT CORPORATION



When traveled abroad on business trips to Europe and the USA, I usually used economy-class seats for the long-haul flights. During the long-flight, I walked around aisles as my feet were sore. Now, some of my business are related to welfare care, and I want to produce rehabilitation goods, which are easy to use and usable without getting tired. In Japan, there are a lot of inbound travelers increasing, who use the long-haul flights. This trend hinted me to produce easy-to-use exercise tool during the flights, and I also made a concept to make this exercise tool as "Japanese souvenir."

I named my company as "Provident." This word, "Provident," is from English adjective, and the word has a very good and strong meaning, which is "providing for the future" or "showing foresight." When I established this small venture company after graduating office worker, I found this word and named my company as "Provident," because it is necessary to think every time to make the company loved by customers and last for a long time. Next spring, it will be the 13th year since the company established. Time flies, but I want the company keeps "provident" or "providing for the future" forever.

## COMPANY

**Language support** Japanese, English  
**Name** Provident Corporation  
**Address** 3-141-64 Mukaikogane, Nagareyama, Chiba 270-0143

**Email** koichi.sakanashi@provident.co.jp  
**Establishment** 2008  
**Products** Wheelchair weight scales, heatstroke sensor, bedside sensor  
**Tel** +81 4-7199-7106

**Representative** Koichi Sakanashi

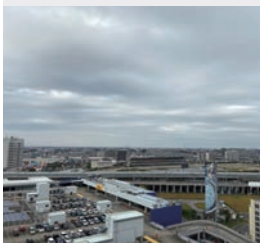




PRODUCT 15  
CHIBA



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

<b>Language support</b>	Japanese, English	<b>Email</b>	yamanaka@artdive.jp	<b>Representative</b>	Yukiko Yamanaka
<b>Name</b>	ART DIVE Co., Ltd.	<b>Establishment</b>	2006		
<b>Address</b>	2-3-31-1612 Hamacho Funabashi-Shi Chiba	<b>Products</b>	MANAKA Heel Geta / Bosyu Uchiwa / Phoenix dress		
		<b>Tel</b>	+81 90-2930-5274		

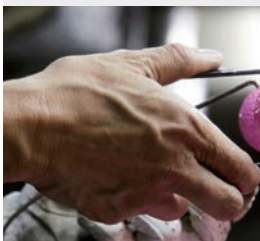
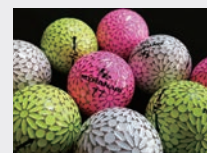




PRODUCT 16  
TOKYO



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

**Email** info@igm72.co.jp

**Establishment** 2003

**Products** Golf ball MYHANABI

**Tel** +81 3-3917-3000

**Representative** Takamitsu Kobayashi



PRODUCT 17  
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

**Email** y-yorifuji@kitchibe.co.jp  
**Establishment** 2016  
**Products** Fragrance Diffuser (likestone Diffuser),  
Fragrance Candle (Crinkle Candle), Fragrance Oil  
**Tel** +81 3-3252-4427

**Representative** Taichi Shiono





PRODUCT 18  
TOKYO



ZOOM-T  
CO.,LTD.



The curve of Doctor Béta baby bottle was designed to "make the ideal feeding posture possible". The difference in incidence of sicknesses between breastfed babies versus bottle-fed babies was the focus: all the pediatricians involved in Béta estimate that "70% of sicknesses children experience in their first few years of life is caused by a lying-flat feeding posture". We sincerely hope to be your baby's choice.

My daughter suffered from severe otitis as a newborn. Her ear infections were frequent, we were always visiting ENT doctors... She is now a mother herself but her ear condition is still an issue! In December 1994 I encountered the ""Doctor Béta baby bottle"", developed by an American pediatrician. If only I had this feeding bottle, my daughter would not have suffered! I flew to the USA in 1995 and started importing and selling these bottles. American manufacturing lacked attention to details, so Japanese consumers were not confident. New production started in Korea in 1997, then in Japan in 2000. Yet, we were still unsatisfied with the safety of our products. In 2002 we met Okuya Glass Factory and all the conditions of our product were respected! Same for our plastic bottles factory, with Maruichi Fujii, a company of artisans skilled at direct blow molding. These talented craftsmen now work on the difficult curved shape of our 100% made in Japan quality ""Doctor Béta baby bottles"".

#### COMPANY

**Language support** Japanese, English, French  
**Name** Zoom-T Co., Ltd.  
**Address** 5-6-10 Minami Aoyama Minato-ku Tokyo

**Email** cc@betta.co.jp  
**Establishment** 1987  
**Products** Doctor Beta baby bottle, Beta Carry me!  
**Tel** +81 3-3486-5300

**Representative** Tomoko Kawai





PRODUCT 19  
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

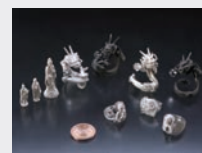
**Representative** Kaori Akiyama



PRODUCT 20  
TOKYO



# CHIYOJI· SUMIYE& COMPANY



We design and sculpture with motifs related to Japanese culture and create objects and jewelry.

We are inspired by nature and familiar existence, and we are designing that will be loved and wanted to pick up. We create jewelry that use of sculpture by pursuing the shape of all things, based on the concept of “designing values, the joy of creating and the happiness who have them.” Provided opportunities to introduce Japanese traditional art, culture, and has contributed to the spread and development. We are also working to foster young artists and spread them as a bridge for international exchange.

## COMPANY

**Language support** Japanese, English  
**Name** CHIYOJI·SUMIYE&COMPANY  
**Address** 3-15-2 Kuramac Taito-Ku Tokyo

**Email** chi.sumiye@herb.ocn.ne.jp  
**Establishment** 2009  
**Products** Dragon Object Silver There are 4 poses.  
**Tel** +81 3-3864-7118

**Representative** Chiyoji Sumie

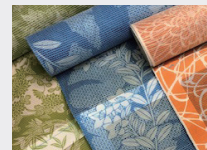




PRODUCT 21  
TOKYO



## 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 22  
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** Nishihara 3-1-10-2F, Shibuya, Tokyo

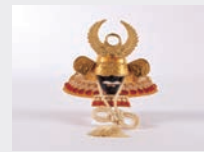
**Email** [yumi.kaneko@trinus.jp](mailto:yumi.kaneko@trinus.jp) **Representative** Shinya Sato  
**Establishment** 2014  
**Products** Snow Pencils YUKI  
**Tel** +81 3-5244-5796



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, woodwork, 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 Ieyasu  
**Tel** +81 3-6280-2888

**Representative** Narue Masuda





PRODUCT 24  
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

**Email** info@f-katsura.com  
**Establishment** 2011  
**Products** FUJIGOKE (Freeze dried moss),  
Frozen Flower (Freeze dried flower), Garde (flower coating liquid)  
**Tel** +81 45-591-1782

**Representative** Katsura Ito





PRODUCT 25  
NIIGATA



# NOZAKI LIMITED



The history of the metalworking industry of Sanjo city dates back to the early Edo period (1603-1868) when farmers began making Japanese-style nails as their side business. Since then, the industry has greatly contributed to the development of Sanjo city. Currently, the city thrives as Japan's leading industrial center with over 300 metal processing companies, over 50 wood processing factories and various businesses mediating between them. GRAVIMORPH was born from these technologies and the idea of Designer Higuchi (Professor, National Aichi University of Education).

Nozaki Limited was founded in 1902 by Yoshichi Nozaki (the first president) to produce hardware parts for wooden chests. Since then, we have manufactured daily necessities such as locks, leisure goods such as ski fittings, and machine parts. To date, we have grown as a manufacturing company and started selling GRAVIMORPH to challenge the world.

## COMPANY

**Language support** Japanese, English

**Name** Nozaki Limited

**Address** 2134-1, Tsukanome, Sanjo City, Niigata, 955-0055

**Email** chachatarosan@gmail.com

**Establishment** 1902

**Products** GRAVIMORPH, Agricultural machinery parts, Construction hardware, etc.

**Tel** +81 256-32-3667

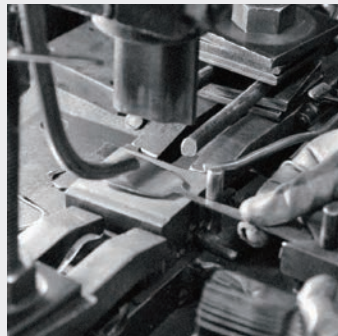
**Representative** Kiichiro Nozaki



PRODUCT 26  
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

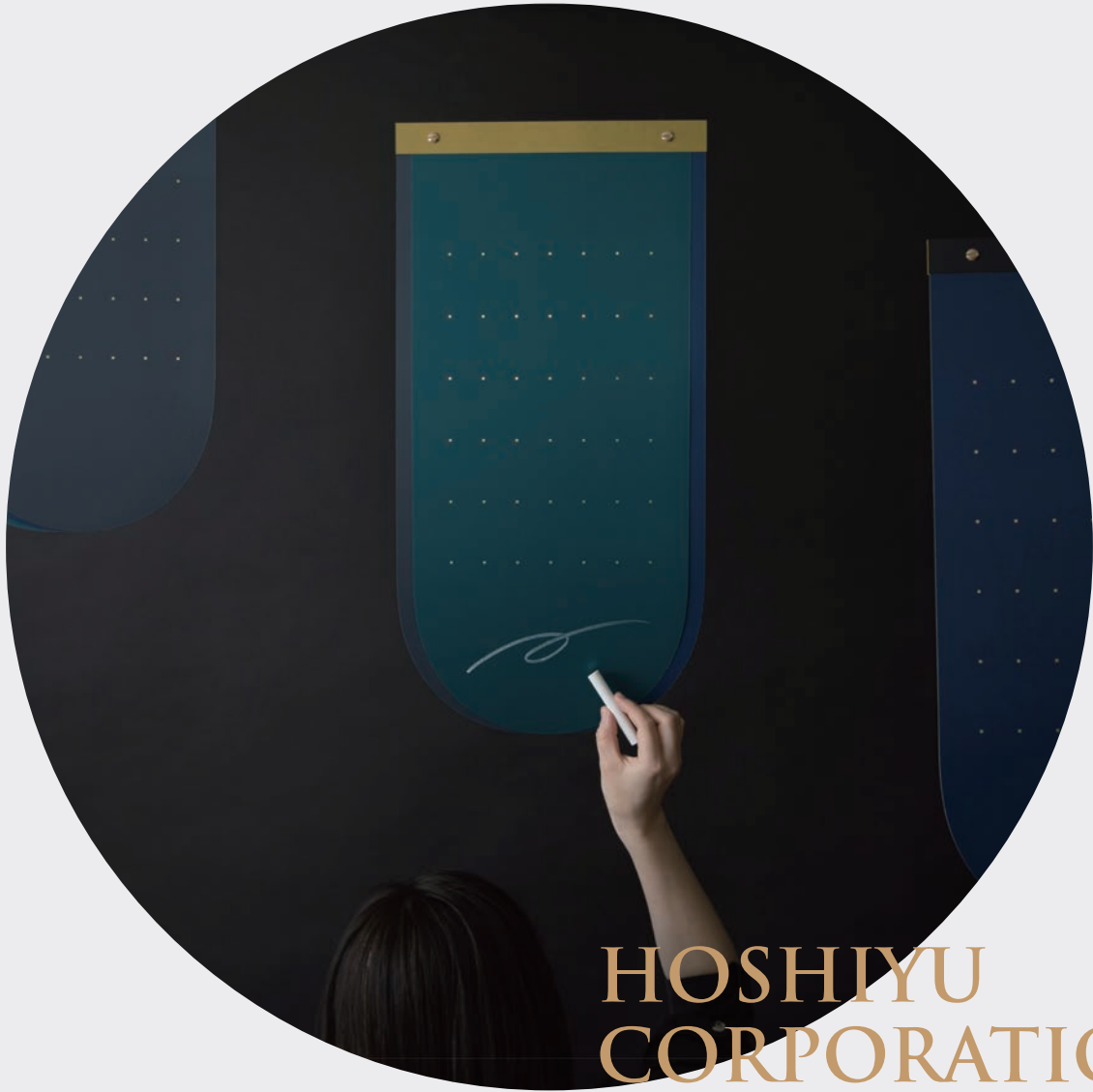
**Email** artisan@aroma.ocn.ne.jp  
**Establishment** 2017  
**Products** Japanese tea utensils Cutlery Tumbler  
**Tel** +81 256-63-3446

**Representative** Masayuki Nagasawa





PRODUCT 27  
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

<b>Language support</b>	Japanese, English	<b>Email</b>	hitomi@hoshiyu.co.jp	<b>Representative</b>	Koji Hoshino
<b>Name</b>	HOSHIYU CORPORATION	<b>Establishment</b>	1977		
<b>Address</b>	7-8, Higashi sakae cho, Yoshida, Tsubame city,959-0232,Niigata	<b>Products</b>	Packages		
		<b>Tel</b>	+81 256-93-4121		



PRODUCT 28  
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 buring 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 Kougyou 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

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

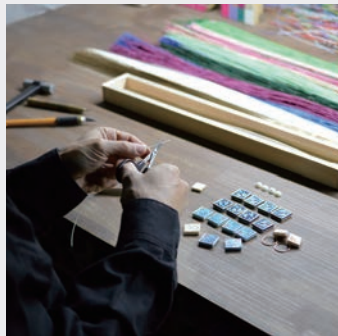




PRODUCT 29  
NAGANO



# 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

**Email** ritual.thecrafts@gmail.com  
**Establishment** 2016  
**Products** Contemporary Mizuhiki art, objects, jewelry  
**Tel** +81 70-6971-8544

**Representative** Shingo Nakata



PRODUCT 30  
YAMANASHI



NISSEI  
CO.,LTD.



We have 80 years history in Thread Rolling industry and I applied our technology 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

**Name** NISSEI CO LTD

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

**Email** k\_shinbutsu@nisseiweb.co.jp

**Establishment** 1939

**Products** Thread Rolling machine

**Tel** +81 80-1170-0998

**Representative** Toshinaka Shinbutsu

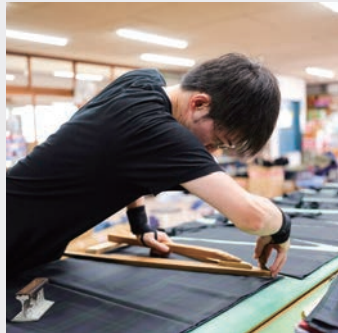




PRODUCT 31  
YAMANASHI



# 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

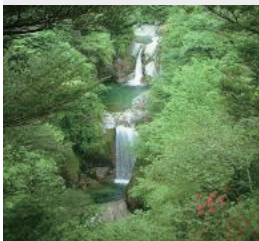
**Email** y.makita@makita-1866.jp **Representative** Norio Makita  
**Establishment** 1866  
**Products** Textile,Umbrella  
**Tel** +81 555-25-3111



PRODUCT 32  
YAMANASHI



## CHUBEI



Our hemp cloth is the result of fine craftsmanship and impeccable technique. Since ancient times, the hemp plant has been held in high regard in Japan. Its fibers were even excavated from Jomon archaeological sites. 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.

The colors of the changing seasons and the dazzling natural world stir the souls of Japanese people, whose sensibilities give life to new color palettes. Therein lies Chubei's world of color. We work with artisans in Kyoto, Shiga, Osaka and Shizuoka. The beginning and the end are at the foot of Mt. Yatsugatake where an atelier is set up. We value connections with the land and people and inspire the breath of nature. We keep things simple: our designs focus solely on harnessing the power of the fabric. Our goal is to make clothes that feel good to wear. If we concentrate on that goal, we believe beauty will surely follow.

### COMPANY

**Language support** Japanese  
**Name** chubei  
**Address** 4477-6 kitawari murayama takanecho  
hokutoshi Yamanashi

**Email** chubei2006@gmail.com  
**Establishment** 2006  
**Products** Blouses, pants, skirts, dresses, coats, shawls, etc. Clothing made of natural materials such as ramie and linen, mainly hemp. Women's and men's  
**Tel** +81 551-45-6331

**Representative** Junichiro Kaneko

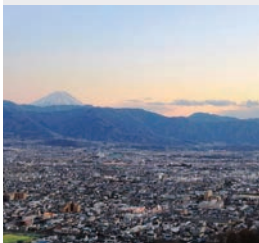




PRODUCT 33  
YAMANASHI



GIRION  
CO.,LTD.



We developed a collaborative product with Koshu-Inden, a traditional craft of Yamanashi, and health jewelry that we have been working on for many years. Koshu-Inden is made by Traditional Craftsman of Koshu-Inden in Japan. Although it is a safe and secure medical device jewelry, it looks like a fashion pendant incorporating Japanese traditional crafts. Koshu-Inden Pendant is new item that was fused tradition, fashion and health.

In 1998, we started developing and selling "healthy jewelry" that mixes healthy materials (mixed ceramics) with precious metal bullion. We obtained a Class2 Medical Device Manufacturing and Marketing License in 2010 to focus on compliance. And positioned medical device jewelry as a next-generation product. In 2016, adopted as a subsidy business of the Yamanashi Industrial Promotion Project and started full-scale development of jewelry for medical devices. Started sales in 2018. For 22 years after specializing in medical and health jewelry, we will make full use of everything we have cultivated so far to fulfill our management philosophy, "Helping people around the world create healthy lives through safe and secure products." In addition to the existing sales channels (product sales business), we will further promote the spread of products in search of a wide range of sales channels in the service industry both in Japan and overseas.

#### COMPANY

**Language support** Japanese, English  
**Name** Girion Co.,Ltd.

**Address** Yamanashi, Kofu-city, Aoba-cho 18-20

**Email** f.kobayashi@girion.co.jp

**Establishment** 1998

**Products** Health jewelry using platinum, gold and silver

**Tel** +81 55-220-6250

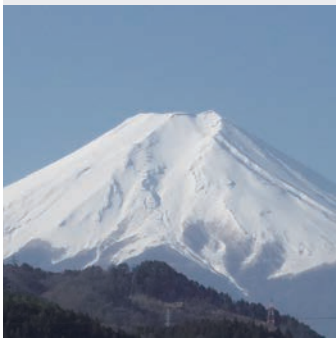
**Representative** Ryoichi Sekiya



PRODUCT 34  
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

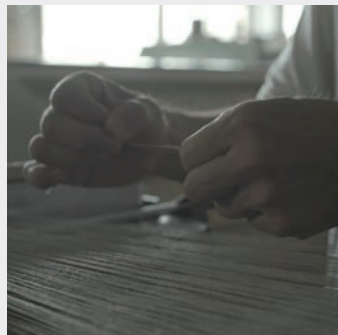




PRODUCT 35  
SHIZUOKA



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

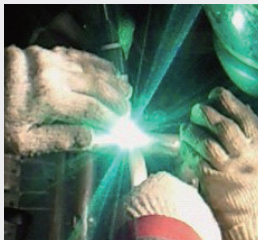
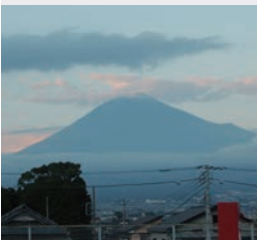
**Email** Isobechie@gmail.com    **Representative** Chie Isobe  
**Establishment** 2018  
**Products** Bag and goods  
**Tel** +81 90-3456-0112



PRODUCT 36  
SHIZUOKA



MACRW  
Co.,LTD.



Magnesium has the unique feature of being the lightest in practical metals, but its processing range is limited due to its difficult processing.

However, there are endless applications for which magnesium should play a role by taking advantage of its features, such as responding to global warming and aging society.

We believe that Japan, being a technological power, needs to break through the limits of intractable metals and expand its potential.

Although it is difficult to process, it is a metal. We apply the skills of craftsmen polished with automobile parts etc. to magnesium processing, and first we want you to know the charm of magnesium by producing familiar products with magnesium.

When the company was founded in 2010, it was given an unusual name, MACRW. We have received the "Company Name Grand Prize" in a contest for the company name. Magnesium Alloy Cold Rolling Woks is an acronym for MACRW. The company's business domain is to use magnesium alloy as a material and take on the challenge of cold working, which was not common for magnesium.

In fact, this company name has another meaning. There is a way to win, "the last turn of foot" in horse racing. It is a way of winning that runs from the back in the last straight line. We dreamed that the material magnesium and what we aim for would take a long time, but would spread all at once and change the world.

### COMPANY

**Language support** Japanese, English  
**Name** MACRW Co.,Ltd.  
**Address** 286-1 Yamamoto, Fujinomiya,  
Shizuoka 418-0023

**Email** n\_abe@macrw.xsrv.jp  
**Establishment** 2010  
**Products** Magnesium alloy products and parts (from welfare  
equipment such as canes and wheelchair frames to drone aircraft)  
**Tel** +81 544-24-5900

**Representative** Masahito Abe

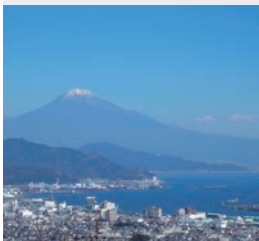
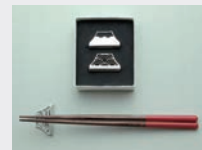




PRODUCT 37  
SHIZUOKA



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 it's 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

<b>Language support</b>	Japanese, English	<b>Email</b>	info@bankin-ya.jp	<b>Representative</b>	Kaori Yamazaki
<b>Name</b>	YAMAZAKI SEISAKUSHO Co.,Ltd.	<b>Establishment</b>	1970		
<b>Address</b>	241, Nagasaki, Shizuoka Shi Shimizu Ku, Shizuoka Ken, 424-0065	<b>Products</b>	Metal accessories, Interior accessories, Parts for medical machines		
		<b>Tel</b>	+81 54-345-2186		





PRODUCT 38  
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

**Email** kei-kurita@kuritasangyoh.co.jp  
**Establishment** 1890  
**Products** Industrial castings and general market castings  
**Tel** +81 54-282-0644

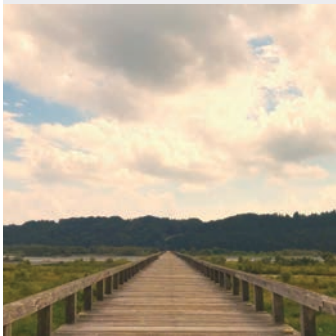
**Representative** Shigenori Kurita



PRODUCT 39  
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

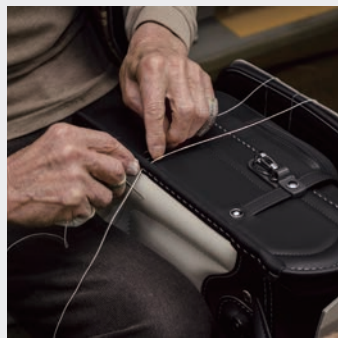
**Email** [nissho@trad.ocn.ne.jp](mailto:nissho@trad.ocn.ne.jp) **Representative** Hiroo Konagai  
**Establishment** 2010  
**Products** Jewelry • Glass  
**Tel** +81 547-38-1414



PRODUCT 40  
AICHI



MURASE  
KABANKO  
Co.,LTD.



A school bag that has been running for 133 years since the Meiji era. Our mission is to pass on the shape of school bags that have taken root in Japanese culture and the technologies of Japanese manufacturing for generations. Therefore we are particular about domestic production. In addition to maintaining the old form, we also make the most of the latest functions to create products that are in tune with the times.

First of all, we want to make our customers satisfied. We started at Nagoya in 1957 as "Murase Shoten", the space was four and a half mats. Helped by various craftsmen, the company name was changed to "MURASE KABANKO" in 1966. As the saying goes, "Name represents body." The company name of MURASE KABANKO also has thoughts. The company name "KABANKO" is only us in the bag industry. A "KOU" is something that works with people in Japanese. In addition to the financial industry, the word "KOU" has the meaning of a large-scale and deep business in China. We want to be a company that can help and return society, so that our name is not tainted. With our products and services, we aim to "create a smile and become a loved company."

**COMPANY**

**Language support** Japanese  
**Name** MURASE KABANKO Co.,Ltd.  
**Address** 4-10 Ogondori, Nakamura-ku, Nagoya-shi, Aichi

**Email** murase@murasekabanko.co.jp **Representative** Kuniyo Hayashi  
**Establishment** 1957  
**Products** School backpack  
**Tel** +81 52-452-1112

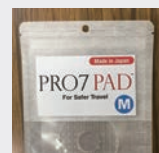




PRODUCT 41  
OSAKA



PROSEVEN  
CO., LTD.



Our founder and current chairman, Seizo Kodama, lost a close friend in the Great Hanshin-Awaji Earthquake of January 17, 1995. That disaster took 6,434 lives and disrupted countless more in Hyōgo Prefecture and surrounding areas. Having witnessed the tragedy first-hand, Kodama was spurred to help prevent the loss of life in future disasters by developing a new life-saving product. Finally, he created the Quakeproof Pad.

During the giant earthquake that struck Kobe and vicinity in 1995 (maximum intensity of level 7), a close friend of our founder died after being struck by a tansu (traditional storage cabinet) that literally “flew across the room” while he slept. He promised his friend’s children, “I will definitely find a way to prevent a tansu from flying across rooms.” Five years after losing his friend, he develops an innovative gel pad that resists seismic shocks.

**COMPANY**

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

**Email** eigyo@pro-7.jp  
**Establishment** 2000  
**Products** Super sticky gel pad  
**Tel** +81 6-6261-3800

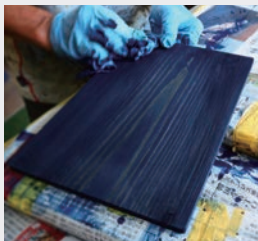
**Representative** Masashi Kodama



PRODUCT 42  
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

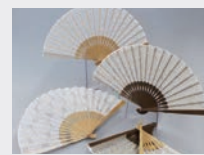




PRODUCT 43  
EHIME / KYOTO



# 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

<b>Language support</b>	English	<b>Email</b>	kiyotani@rebirth-project-tr.jp	<b>Representative</b>	Takashi Kawai
<b>Name</b>	Rebirth Project Trading Co.,Ltd.	<b>Establishment</b>	2016		
<b>Address</b>	3-3-38-A301, Tachibana, Matsuyama-shi, Ehime, 790-0966	<b>Products</b>	Silk products		
		<b>Tel</b>	+81 89-909-7793		