

## ◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	有限会社佐藤工芸
COMPANY NAME	Satou-Kougei Co.,Ltd
YEAR OF ESTABLISHMENT	1990
TYPE OF INDUSTRY	Woodworking product manufacturing
MAIN PRODUCT	Woodworking products
POST CODE	9940042
COMPANY ADDRESS	2-2 2-chome Kitame Tendo Yamagata Japan
REPRESENTATIVE	Yuko TAKAHASHI
TEL	+81-(0)23-653-3164
FAX	+81-(0)23-653-5322
URL	<a href="https://satokougei.jimdofree.com/">https://satokougei.jimdofree.com/</a>
Instagram	<a href="https://www.instagram.com/satoukougei">satoukougei</a>
E-commerce Website	<a href="https://satoukougei5.base.shop/">https://satoukougei5.base.shop/</a>
MAIN SELLING CHANNELS	Domestic EC site, Rretail stores
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Domestic EC Site
AVAILABLE LANGUAGE	Japanese

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Located in Tendo City, Yamagata Prefecture, a leading producer of pieces for shogi (Japanese chess), this company largely produced kazari-goma (ornaments shaped like oversized shogi pieces and sold as gifts and souvenirs). The business was established to mass-produce kazari-goma using NC wood routers instead of by hand-carving. The business of producing and finishing kazari-goma as well as plinths and other accessories for displaying them proved highly successful and profitable, but demand started to drop around 1992, when Yamagata Prefecture hosted a Japanese Sports Festival nicknamed Benibana Kokutai. Fortunately however, the company was able to further improve its NC woodworking, assembly, and wood finishing techniques by fulfilling orders for furniture component production, assembly, and wood finishing services from local furniture manufacturers, Tendo Mokko and Asahi Sofu.

## ◆ CRAFTSMAN'S THOUGHT, COMMITMENT RELATIONSHIP WITH THE COMMUNITY

The 2008 financial crisis prompted the company to develop its original products because the crisis drove home how a negative business impact can affect sub-contractors and sub-sub-contractors many times worse than the parent. To keep the business going, the company took the necessary step of developing new original products, and with the advice of Yamagata Research Institute of Technology, developed the Moshimo Clock and the "mokuhen" series. It also developed the Yin Yang Tray, Hidariuma NEO, and other products as part of Yamagata Prefecture's pilot scheme. Each product has its unique theme, but the products are invariably designed to convey the good feeling and warmth of wood. The greatest assets of natural wood products are their colors, grain patterns, and the fact that no two are exactly the same. Kazari-goma production has a history of roughly 200 years. The art has led to our present work and calling. Our goal is to offer services and produce goods with an enduring appeal that makes them impervious to shifts in fashion. We look forward to serving future generations by building a robust business that stays resistant to negative impacts of shifting trends, which we believe will also serve to invigorate the local economy.

## ◆ Product information



BRAND NAME	Satou-Kougei
PRODUCT NAME	Moshimo clock / Black chocolate
GENERIC NAME	Clock
MATERIALS	Walnut
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	W200 x H95 x D40mm
WEIGHT	190g
DOMESTIC RETAIL PRICE	JPY11,713 (excluding tax)

Designed as an everyday object that can double as a constant yet unobtrusive reminder of the importance of emergency preparedness, this clock can store one chocolate bar for emergency sustenance, along with a card for keeping a record of important contact numbers. Comes in a gift box.



BRAND NAME	Satou-Kougei
PRODUCT NAME	Moshimo clock / White chocolate
GENERIC NAME	Clock
MATERIALS	Maple
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	W200 x H95 x D40mm
WEIGHT	190g
DOMESTIC RETAIL PRICE	JPY10,695 (excluding tax)

Designed as an everyday object that can double as a constant yet unobtrusive reminder of the importance of emergency preparedness, this clock can store one chocolate bar for emergency sustenance, along with a card for keeping a record of important contact numbers. Comes in a gift box.



BRAND NAME	Satou-Kougei
PRODUCT NAME	Hidariuma NEO (3 sun) (1 sun = 3.03cm)
GENERIC NAME	Shogi piece figurine
MATERIALS	Paper wood (Laminated plywood of Japanese paper and wood)
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	W77 x H84 x D29mm
WEIGHT	130g
DOMESTIC RETAIL PRICE	JPY3,056 (excluding tax)

Hidariuma is a shogi (Japanese chess) piece unique to Tendo City, Yamagata Prefecture. It is considered an auspicious symbol of luck. Production of ornamental shogi pieces have continued to decline year after year, so we collaborated with Toshimitsu Yoshino Design Office to develop the Hidariuma NEO, the time-honored ornamental shogi piece updated to a contemporary, vibrantly-colored design. NEO expresses the rebirth of this local icon. Available in a choice of six colors: green, orange, light blue, white, violet, and pink.

◆ Product information



BRAND NAME	Satou-Kougei
PRODUCT NAME	Hidariuma NEO (4 sun) (1 sun = 3.03cm)
GENERIC NAME	Shogi piece figurine
MATERIALS	Paper wood (Laminated plywood of Japanese paper and wood)
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	W101 x H111 x D29mm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY4,076 (excluding tax)

Hidariuma is a shogi (Japanese chess) piece unique to Tendo City, Yamagata Prefecture. It is considered an auspicious symbol of luck. Production of ornamental shogi pieces have continued to decline year after year, so we collaborated with Toshimitsu Yoshino Design Office to develop the Hidariuma NEO, the time-honored ornamental shogi piece updated to a contemporary, vibrantly-colored design. NEO expresses the rebirth of this local icon. Available in a choice of six colors: green, orange, light blue, white, violet, and pink.



BRAND NAME	Satou-Kougei
PRODUCT NAME	Hidariuma NEO Luminous paint finish (3 sun)
GENERIC NAME	Shogi piece figurine
MATERIALS	Paper wood (Laminated plywood of Japanese paper and wood)
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	W77 x H84 x D29mm
WEIGHT	130g
DOMESTIC RETAIL PRICE	JPY5,565 (excluding tax)

Hidariuma is a shogi (Japanese chess) piece unique to Tendo City, Yamagata Prefecture. It is considered an auspicious symbol of luck. Production of ornamental shogi pieces have continued to decline year after year, so we collaborated with Toshimitsu Yoshino Design Office to develop the Hidariuma NEO, the time-honored ornamental shogi piece updated to a contemporary, vibrantly-colored design. NEO expresses the rebirth of this local icon. Available in a choice of two colors: light blue and white. Letters are painted in glow-in-the-dark paint.



BRAND NAME	Satou-Kougei
PRODUCT NAME	Hidariuma NEO Luminous paint finish (4 sun)
GENERIC NAME	Shogi piece figurine
MATERIALS	Paper wood (Laminated plywood of Japanese paper and wood)
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	W101 x H111 x D29mm
WEIGHT	130g
DOMESTIC RETAIL PRICE	JPY4,788 (excluding tax)

Hidariuma is a shogi (Japanese chess) piece unique to Tendo City, Yamagata Prefecture. It is considered an auspicious symbol of luck. Production of ornamental shogi pieces have continued to decline year after year, so we collaborated with Toshimitsu Yoshino Design Office to develop the Hidariuma NEO, the time-honored ornamental shogi piece updated to a contemporary, vibrantly-colored design. NEO expresses the rebirth of this local icon. Available in a choice of two colors: light blue and white. Letters are painted in glow-in-the-dark paint.

## ◆ Product information



BRAND NAME	Satou-Kougei
PRODUCT NAME	mokuhen [ Card case ]
GENERIC NAME	Card case
MATERIALS	Walnut, beech etc. [ Depends on stock status ]
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	114 x 65 x 10mm
WEIGHT	10g
DOMESTIC RETAIL PRICE	JPY7,130 (excluding tax)

This product was developed to create a new use for offcuts, which are generated in huge quantities by woodworking operations. It is part of our "mokuhen" (Japanese for "wood scraps") series characterized by shapes, functions, and wit that turn the smallest offcuts into products. High-precision sliding mechanism achieved by NC machining has resulted in a slimness never seen before in a wooden card holder. Holds approximately 20 business cards.



BRAND NAME	Satou-Kougei
PRODUCT NAME	mokuhen [ Pen stand / Tray ]
GENERIC NAME	Pen stand / Tray
MATERIALS	Walnut, beech etc. [ Depends on stock status ]
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	60 x 100 x 36mm
WEIGHT	90g
DOMESTIC RETAIL PRICE	JPY3,565 (excluding tax)

This product was developed to create a new use for offcuts, which are generated in huge quantities by woodworking operations. It is part of our "mokuhen" (Japanese for "wood scraps") series characterized by shapes, functions, and wit that turn the smallest offcuts into products. The two pieces of this product can be joined standing to form a pen stand, and joined laid flat to form a tray for items of stationery.



BRAND NAME	Satou-Kougei
PRODUCT NAME	mokuhen [ Coin case / Tray ]
GENERIC NAME	Coin case / Tray
MATERIALS	Walnut, beech etc. [ Depends on stock status ]
PERSON IN CHARGE	Yuko TAKAHASHI
PRODUCTION AREA	Tendo, Yamagata, Japan
SIZE	70 x 70 x 70mm
WEIGHT	110g
DOMESTIC RETAIL PRICE	JPY4,075 (excluding tax)

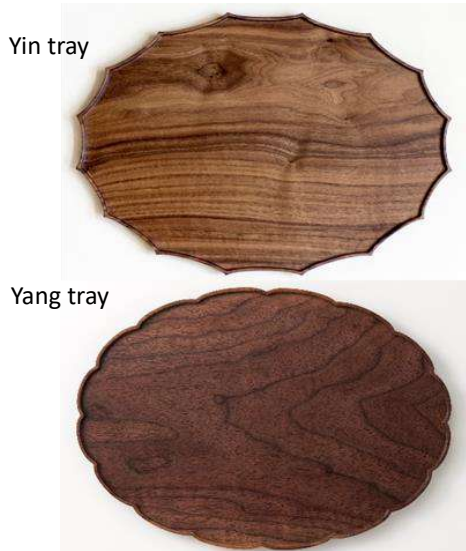
This product was developed to create a new use for offcuts, which are generated in huge quantities by woodworking operations. It is part of our "mokuhen" (Japanese for "wood scraps") series characterized by shapes, functions, and wit that turn the smallest offcuts into products. The two pieces of this product can be joined to form a coin holder, and separated to serv.

◆ Product information



**BRAND NAME** Satou-Kougei  
**PRODUCT NAME** mokuhen [ Card and pen stand / magnet ]  
**GENERIC NAME** Card and pen stand  
**MATERIALS** Walnut, beech etc. [ Depends on stock status ]  
**PERSON IN CHARGE** Yuko TAKAHASHI  
**PRODUCTION AREA** Tendo, Yamagata, Japan  
**SIZE** 170 x 18 x 20mm  
**WEIGHT** 40g  
**DOMESTIC RETAIL PRICE** JPY2,547 (excluding tax)

This product was developed to create a new use for offcuts, which are generated in huge quantities by woodworking operations. It is part of our "mokuhen" (Japanese for "wood scraps") series characterized by shapes, functions, and wit that turn the smallest offcuts into products. This product serves as a card stand by holding a card between the two pieces, with two holes for standing pens. They can also be used as fridge magnets for posting paper and other items on any ferromagnetic metal surface.



**BRAND NAME** Satou-Kougei  
**PRODUCT NAME** Yin and yang tray (walnut)  
**GENERIC NAME** Tray  
**MATERIALS** Walnut  
**PERSON IN CHARGE** Yuko TAKAHASHI  
**PRODUCTION AREA** Tendo, Yamagata, Japan  
**SIZE** W385 x H30 x D290mm  
**WEIGHT** 250g  
**DOMESTIC RETAIL PRICE** JPY19,658 / 1pc (excluding tax)

A piece of solid wood is hollowed out to make each tray, resulting in strong side walls and feet, a luxurious feel, and durability. Trays are stackable, whether the combination is Yin-Yin, Yang-Yang, or Yin-Yang. Finished with a matte polyurethane sealer for an easy-care surface that does not obscure the beauty of natural wood. The trays are perfect for serving, as well as placemat trays, and suit any style of cooking or scene—be it Japanese, western, Chinese, or just tea.



**BRAND NAME** Satou-Kougei  
**PRODUCT NAME** Yin and yang tray (beech)  
**GENERIC NAME** Tray  
**MATERIALS** Beech  
**PERSON IN CHARGE** Yuko TAKAHASHI  
**PRODUCTION AREA** Tendo, Yamagata, Japan  
**SIZE** W385 x H30 x D290mm  
**WEIGHT** 250g  
**DOMESTIC RETAIL PRICE** JPY17,825 / 1pc (excluding tax)

A piece of solid wood is hollowed out to make each tray, resulting in strong side walls and feet, luxurious feel, and durability. Trays are stackable, whether the combination is Yin-Yin, Yang-Yang, or Yin-Yang. Finished with a matte polyurethane sealer for an easy-care surface that does not obscure the beauty of natural wood. The trays are perfect for serving, as well as placemat trays, and suit any style of cooking or scene—be it Japanese, western, Chinese, or just tea.