

## ◆ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	有限会社ツルヤ商店
COMPANY NAME	TSURUYA SHOTEN INC.
YEAR OF ESTABLISHMENT	1907
TYPE OF INDUSTRY	Manufacturing, sales of rattan furniture
MAIN PRODUCT	Rattan furniture
POST CODE	990-0057
COMPANY ADDRESS	2-27 5-chome Miya-machi Yamagata Yamagata Japan
REPRESENTATIVE	Genji Aita
TEL	+81-(0)23-632-4408
FAX	+81-(0)23-632-4409
URL	<a href="http://www.tsuruya-net.com/">http://www.tsuruya-net.com/</a>
E-commerce Website	
MAIN SELLING CHANNELS	
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Since the company's establishment in the early 1900s, we have consistently offered products with timeless, handcrafted warmth produced in-house using imported rattan. Made by combining select, high-quality materials and Japanese attention to detail, our Japan-made rattan furniture items are durable and do not go out of fashion, yet their classic designs also have a modernity that complement any decor. Awards to date include the Good Design Award (ami kago, 2006; ami isu, 2012); the Yamagata Excellent Design Selection Award (two-tier laundry basket, 1999; Armchair, 2003; ami series, 2006; Rattan Hanger, 2014; hairu series, 2017; nejiro, 2019).

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

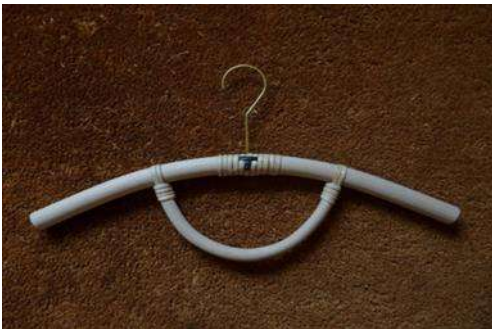
We are increasingly collaborating with industrial designers to develop design-conscious products capable of competing against lower-priced imports. A leading example is our unstained, unvarnished range of modern designs, which is rated highly by customers for its timeless appeal. This line successfully communicate and enhance our brand's unique strength in the employment of quality materials and craftsmanship. We also engage in activities to pass down traditional Japanese handicraft skills to younger people, such as by hosting rattan stool-making classes at the industrial design department of Tohoku University of Art and Design. We started working with this local university about ten years ago, when its graduates joined our company.

◆ **Product information**



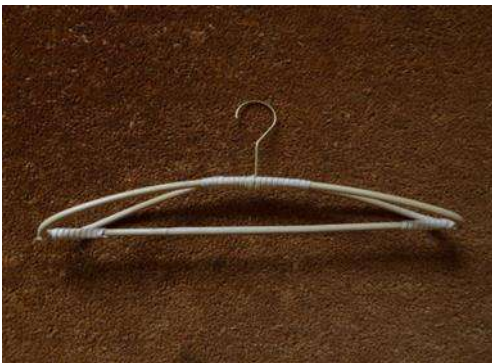
**BRAND NAME** hairu series  
**PRODUCT NAME**  
**GENERIC NAME** Basket  
**MATERIALS** Rattan  
**PERSON IN CHARGE** Aita Genji  
**PRODUCTION AREA** Yamagata Japan  
**SIZE**  
**WEIGHT**  
**DOMESTIC RETAIL PRICE** JPY10,000 - 25,500 (excluding tax)

The hairu series comprises nine products: the Midare Basket, Laundry Basket, and Footed Basket, each available in round, oval, and square shapes. Designed by Rina Ono (a graduate of the Tohoku University of Art and Design). Winner of the 2017 Yamagata Excellent Design Award for Product Design.



**BRAND NAME** TOUGENKYO  
**PRODUCT NAME** rattan hanger T  
**GENERIC NAME** Hanger  
**MATERIALS** Rattan, Brass  
**PERSON IN CHARGE** Koji Haneda  
**PRODUCTION AREA** Yamagata Japan  
**SIZE** W abt.40cm x D abt.20cm x H abt.12cm  
**WEIGHT**  
**DOMESTIC RETAIL PRICE** JPY3,500 (excluding tax)

The bent form of this clothes hanger fully expresses the unique characteristics of rattan, with decorative accents provided by exquisite binding. It is left unvarnished for the enjoyment of the sheen and depth of color that develop through use.



**BRAND NAME** TOUGENKYO  
**PRODUCT NAME** rattan hanger shoulder  
**GENERIC NAME** Hanger  
**MATERIALS** Rattan, Brass  
**PERSON IN CHARGE** Koji Haneda  
**PRODUCTION AREA** Yamagata Japan  
**SIZE** W abt.40cm x D abt.20cm x H abt.12cm  
**WEIGHT**  
**DOMESTIC RETAIL PRICE** JPY3,500 (excluding tax)

The bent form and exquisite binding of this clothes hanger fully express the flexibility and unique characteristics of rattan. It is left unvarnished for the enjoyment of the sheen and depth of color that develop through use.

