

## ◆Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	正絹羽毛ふとん株式会社
COMPANY NAME	Syouken umou futon Co.,Ltd
YEAR OF ESTABLISHMENT	1984
TYPE OF INDUSTRY	Manufacturing, planning, and sales of bedding
MAIN PRODUCT	Feathered Futon, healthy bedding, and related goods, Hydrogen bathing, hydrogen shower
POST CODE	992-0056
COMPANY ADDRESS	6-10 Naoe-cho Yonezawa Yamagata Japan
REPRESENTATIVE	Rikiya MURASHI
TEL	+81-(0)238-23-2929
FAX	+81-(0)238-22-1655
URL	<a href="http://syouden21.com">http://syouden21.com</a>
E-commerce Website	
MAIN SELLING CHANNELS	In house store, Events, Domestic EC site
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Rakuten
AVAILABLE LANGUAGE	Japanese, Chinese

## ◆EPISODE OF FOUNDATION FOUNDER'S THOUGHT

My parents' home was also originally a textile manufacturing facility in Yonezawa. I, as the third generation, began manufacturing umou futon (down quilts) using Yonezawa-ori woven fabric. The down quilts made of Yonezawa-ori silk fabric on which yuzen-style patterns are printed manually were much appreciated by customers at that time, and I had great success with the quilts. In my home city of Yonezawa, there is a mineral ore with excellent effects. So, looking ahead to the next generation, we collaborated with the Faculty of Engineering, Yamagata University, to conduct detailed research on this ore. From the research results, it was found that the ore emits a large amount of far-infrared rays and also features other excellent effects. In addition, the ore had always been highly evaluated as a good-quality ore, and we came to know that it is very effective for health. We therefore developed healthy bedclothes by kneading the specially processed ore into fibers. Bedclothes that use this fiber improve blood circulation and increase body heat and immune strength. These bedclothes are currently well-received in Japan, and we would like to sell them throughout the world in the future.

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

Yonezawa City, Yamagata Prefecture, where our company is located, has links to many feudal lords and samurai who earned their place in history, such as the Date family and the Uesugi family. In and after the Edo period in particular, Yonezawa flourished as the castle town of the Uesugi family. Yozan Uesugi, the ninth head of the Yonezawa Domain, who is famous for his words "Where there is a will, there is a way," established Yonezawa-ori woven fabric, which made Yonezawa a nationally famous location for the textile industry. Borne from Yonezawa-ori, our company carefully selected materials and developed original healthy products that other companies cannot copy in the spirit of "Love and Righteousness" of Uesugi samurai, whom my predecessor adored. All our employees strive to provide products that satisfy customers using their excellent skills and rich experience.

## Product information



\*It 's possible to change sizes.

BRAND NAME	ZEOTEX®
PRODUCT NAME	ZEOTEX® Blanket
GENERIC NAME	Blanket
MATERIALS	Front fabric : Polyester 100% Padding : Polyester kneaded natural ore Back fabric : ZEOTEX® cotton pile
PERSON IN CHARGE	Yukari KUMEZAWA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	S:140 × 200cm D:180 × 200cm
WEIGHT	S : 1.9kg D : 2.6kg Q : 3.0kg
DOMESTIC RETAIL PRICE	S : JPY38,000 (including tax) D : JPY48,00 (including tax) Q : JPY56,000 (including tax)

This product features far-infrared ray, deodorant, humidity control, harmful substance adsorption, antibacterial, mite control and antifungal functions. This multifunctional blanket provides good quality sleep to increase immune strength. The outer material is a nice, soft fabric and the lining material comprises a breathable logo pile into which the natural ore is kneaded. The blanket can be used all year round and is machine washable. It is recommended for those who are very sensitive to cold, have pain in their lower back and feet, have very bad, stiff shoulders, or cannot sleep well.



\*It 's possible to change sizes.

BRAND NAME	ZEOTEX®
PRODUCT NAME	ZEOTEX® Mattress putt.
GENERIC NAME	Mattress putt.
MATERIALS	Front fabric : Polyester 100% Padding : Polyester kneaded natural ore Back fabric : ZEOTEX® cotton pile
PERSON IN CHARGE	Yukari KUMEZAWA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	S: 100 × 200cm D:140×200cm Q:180 × 200cm
WEIGHT	S : 1.7kg D : 2.3kg Q : 2.8kg
DOMESTIC RETAIL PRICE	S : JPY38,000 (including tax) D : JPY48,000 (including tax) Q : JPY56,000 (including tax)

This product features far-infrared ray, deodorant, humidity control, harmful substance adsorption, antibacterial, mite control and antifungal functions. When used together with the blanket, stronger effects can be expected. With elastic straps at the four corners of the pad, it is very easy to put on and remove. It is machine washable. The pad can be used all year round. It is recommended for those who are very sensitive to cold, have pain in their lower back and feet, have very bad, stiff shoulders, or cannot sleep well.



\*It 's possible to change fabrics and sizes.

\*It 's possible to change sizes.

BRAND NAME	ZEOTEX®
PRODUCT NAME	ZEOTEX® Luxury healthy ALDS feather futon
GENERIC NAME	Feathered Futon
MATERIALS	Front fabric : Super long Cotton100% Padding : Feather (Made in Canada) Back fabric : ZEOTEX® Super long cotton 100% (kneaded natural ore)
PERSON IN CHARGE	Yukari KUMEZAWA
PRODUCTION AREA	Yonezawa Yamagata Japan
SIZE	S:150 × 210cm D:190 × 210cm
WEIGHT	S : 2.2kg D : 2.8kg Q : 3.2kg
DOMESTIC RETAIL PRICE	S : JPY88,000 (including tax) D : JPY105,600 (including tax) Q : JPY127,000 (including tax)

This product adopts the Air Lock Down Structure (ALDS) to prevent down from going too far to one side. A special valve is attached to the hole from which down is blown into the quilt so that the down will not move too far to one side even after using the quilt for a long time. As the gore is longer than in usual quilts, down is able to swell up uniformly. Moreover, as the natural ore is kneaded into the fabric, the product increases immune strength, retains heat and fits well to your body. So this product will keep you warm and enable you to sleep well even if you live in cold regions. Top-quality down, such as Hungarian, Polish and Canadian are used for the filling.

◆ Product information



BRAND NAME ZEOTEX®  
 PRODUCT NAME ZEOTEX® Warmth Eye mask  
 GENERIC NAME Eye mask  
 MATERIALS Front fabric : Polyester 100%  
 Padding : Polyester kneaded natural ore  
 Back fabric : ZEOTEX® cotton pile kneaded natural ore

PERSON IN CHARGE Yukari KUMEZAWA  
 PRODUCTION AREA Yonezawa Yamagata Japan  
 SIZE 23cm × 9.5cm  
 WEIGHT 0.1kg  
 DOMESTIC RETAIL PRICE JPY4,000 (including tax)

The power of the natural ore (far infrared rays) warms the area around the eye, improves blood circulation, and relieves eyestrain with a refreshing feeling. The part applied to your eyes is made of soft pile fabric. The product can be adjusted to fit your face using Velcro tape.



BRAND NAME ZEOTEX®  
 PRODUCT NAME ZEOTEX® Warmth Ankle supporter  
 GENERIC NAME Ankle supporter  
 MATERIALS Front fabric : Polyester 100%  
 Padding : Polyester kneaded natural ore  
 Back fabric : ZEOTEX® cotton pile kneaded natural ore

PERSON IN CHARGE Yukari KUMEZAWA  
 PRODUCTION AREA Yonezawa Yamagata Japan  
 SIZE 8cm × 35cm  
 WEIGHT 0.2kg  
 DOMESTIC RETAIL PRICE JPY5,000 (including tax)

By regularly warming your body with the power of the natural ore, blood circulation improves, which helps to defend the body against various stresses. The product is recommended for those who suffer from cold feet, cannot sleep well, or are very tired from standing long hours at work.