

## ◆ Corporate profile



BUSINESS NUMBER	7390002015018
COMPANY NAME(JAPANESE)	有限会社 山形工房
COMPANY NAME	Yamagata Koubou Co.,Ltd
YEAR OF ESTABLISHMENT	1973
TYPE OF INDUSTRY	Manufacturer of wooden product
MAIN PRODUCT	Kendama
POST CODE	993-0061
COMPANY ADDRESS	6493-2, Teraizumi, Nagai, Yamagata, Japan
REPRESENTATIVE	Yuji Umetsu
TEL	+81-(0)238-84-6062
FAX	+81-(0)238-84-6061
U R L	<a href="https://kendama.co.jp/">https://kendama.co.jp/</a>
Facebook (ユーザーネーム)	<a href="#">Yamagata Koubou</a>
Instagram(ユーザーネーム)	<a href="#">ozorakendama_official</a>
E-commerce Website	<a href="https://ozorakendama.shop/">https://ozorakendama.shop/</a>
MAIN SELLING CHANNELS	Toy, Sport goods, education
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	English, Japanese

## ◆ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Yamagata Koubou has been manufacturing official Kendamas for over 40 years.

Our policy in making Kendamas is to make professional Kendamas with the eyes and hands of skilled Japanese craftsmen. As our Kendamas are used in the official competitions, we are maintaining high quality and accuracy in each Kendama in order for the players to perform a variety of tricks in these competitions. We have officially designated as a certified Kendama factory and accredited as the No.1 manufacturer in Japan by the Japan Kendama Association. The founder Yosaburo Suzuki established the company policy "Nature's bounty, The beauty of wooden works, Fusion of traditional and modern technique". It represents our attitude to make the most of the beauty of woods with thanking the blessings of great nature, and utilize modern advanced technologies to make products meeting the needs of our times. We continue doing our best in Kendama manufacturing so that this wonderful Japanese traditional culture will spread further.

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

The place names in Nagai come from the place where water gathers. Being embraced by the rich mountain ranges of Asahi and Iide, the clear streams of Mogamigawa River, OkitamaShirakawa River and OkitamaNogawa River flow through the town while providing beautiful scattered villages. During the Edo Period, the place prospered as a merchant town with transportation on the Mogamigawa River and the cultural exchange with Kyoto and vicinity contributed to the atmosphere that loves art and culture. And flowers that show pretty expressions different in each season. The 1200-year-old "Kubo Cherry Tree of Isazawa" and "Daimyojin Cherry Tree of Kusaoka" are seen in spring, the pure "white azalea" blooms in early summer, and 1 million "Iris" of 500 kinds tell the beginning of summer. The start of making woodworks at Yamagata Koubou was when the founder Yosaburo Suzuki, who had been in charge of managing mountains for many years, was fascinated by the beauty of locally produced wood, and thought to utilize abundant water and timber resources to start a business contributing his hometown. We thereafter have been doing the business to this day with being supported by the culture and the climate unique to Nagai City, Yamagata Prefecture.

## ◆ Product information



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Red
GENERIC NAME	Ozora Red
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY1,980 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)  
Expertly made in Japan by Yamagata Prefecture's kendama artisans, this classic model with a solid-color ball comes with a Japan Toy Safety Standard (ST) Mark. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama.  
Includes: User guide, spare string



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Sakura Pink
GENERIC NAME	Ozora Sakura Pink
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY2,800 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)  
Expertly made in Japan by Yamagata Prefecture's kendama artisans. Finished in beautiful pearl pink with cherry petal motifs, the Japanese ambience of this kendama makes it a delightful souvenir or gift. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama.  
Includes: User guide, spare string



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Matte Light
GENERIC NAME	Ozora Matte Light blue & Pink
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY2,700 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)  
Expertly made in Japan by Yamagata Prefecture's kendama artisans. Designed for advanced players, the updated paint finish of this model has greater durability for throwing and other rigorous maneuvers. The paint has a highly distinctive texture for improved grip, which aids balance tricks. The dual-color ball makes spinning easier to see. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama.  
Includes: User guide, spare string

◆ Product information



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Premium Blue & Silver
GENERIC NAME	Ozora Premium Gold
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY3,400 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)  
Expertly made in Japan by Yamagata Prefecture's kendama artisans. Designed for advanced players, the updated paint finish of this model has greater durability for throwing and other rigorous maneuvers. The paint has a highly distinctive texture and the two-tone finish that makes the spinning of the ball easier to see and helps improve the success rate of tricks. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama. Includes: User guide, spare string



BRAND NAME	OZORA Big cup
PRODUCT NAME	Official Kendama Ozora Big cup Red
GENERIC NAME	OZORA Big cup Red
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY2,480 (excluding tax)

Japan Kendama Association-recommended model  
(Approved for JKA Kyū- and Junshodan-level tests)  
Expertly made in Japan by Yamagata Prefecture's kendama artisans, this beginner-friendly kendama is suitable for young and old alike. It is lighter in weight and has cups sized 25% larger than official competition models. The design was supervised by anti-aging expert Takuji Shirasawa M.D., Ph.D. The model is approved by Japan Kendama Association (JKA) for its Kyū- and Junshodan-level tests. Includes: User guide, spare string



BRAND NAME	5 Cup Kendama
PRODUCT NAME	Ozora 5 Cup Kendama
GENERIC NAME	Ozora 5 Cup Kendama
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	30x12x6cm
WEIGHT	600g
DOMESTIC RETAIL PRICE	JPY8,500 (excluding tax)

This five-cup kendama was produced in collaboration with Akimoto Kendama Lab for the uncomplicated yet extreme challenge of cupping all five balls at once. A good sense of balance and knee coordination are key. It would make a great party trick, if pulled off successfully!  
Includes: User guide (with QR code link to how-to videos), spare string

## Product information



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Natural
GENERIC NAME	Ozora Natureal
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY1,980 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)

Expertly made in Japan by Yamagata Prefecture's kendama artisans, this classic single-color model comes with a Japan Toy Safety Standard (ST) Mark. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama.

Includes: User guide, spare string



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Galaxy Blue
GENERIC NAME	Ozora Galaxy Blue
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY2,800 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)

Expertly made in Japan by Yamagata Prefecture's kendama artisans. A part of our Galaxy series, the design of this kendama was inspired by outer space. The lines make spinning easier to see. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama.

Includes: User guide, spare string



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Premium Gold
GENERIC NAME	Ozora Premium Gold
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY2,900 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)

Expertly made in Japan by Yamagata Prefecture's kendama artisans. Designed for advanced players, the updated paint finish of this model has greater durability for throwing and other rigorous maneuvers. The paint has a highly distinctive texture that helps improve the success rate of tricks. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama.

Includes: User guide, spare string



◆ Product information



BRAND NAME	OZORA
PRODUCT NAME	Official Kendama Ozora Street Black
GENERIC NAME	Ozora Street Black
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY3,400 (excluding tax)

Japan Kendama Association-certified model  
(Approved for JKA competitions and tests)  
Expertly made in Japan by Yamagata Prefecture's kendama artisans. Designed for advanced players, the updated paint finish of this model has greater durability for throwing and other rigorous maneuvers. The paint has a highly distinctive texture, and the handle and crossbar are finished in black as well. The product comes with directions for downloading the Yamagata Koubou Kendama app (in English and Japanese), which gives access to information on kendama, tricks, how-to videos, and cultural background videos for expanding the enjoyment of kendama. Includes: User guide, spare string



BRAND NAME	OZORA Big cup
PRODUCT NAME	Official Kendama Ozora Big cup Light Blue
GENERIC NAME	OZORA Big cup Light Blue
MATERIALS	Wood, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	18x7x6cm
WEIGHT	150g
DOMESTIC RETAIL PRICE	JPY2,980 (excluding tax)

Japan Kendama Association-recommended model  
(Approved for JKA Kyū- and Junshodan-level tests)  
Expertly made in Japan by Yamagata Prefecture's kendama artisans, this beginner-friendly kendama is suitable for young and old alike. It is lighter in weight and has cups sized 25% larger than official competition models. The design was supervised by anti-aging expert Takuji Shirasawa M.D., Ph.D. The model is approved by Japan Kendama Association (JKA) for its Kyū- and Junshodan-level tests. It comes with a 52-page handbook supervised by Dr. Shirasawa and JKA detailing the health benefits of kendama, brain-sharpening training, as well as Kyū- and Junshodan-level trick how-tos. It is a great model for beginners, players returning to kendama, and makes a delightful gift. It is sure to introduce users to kendama as a highly enjoyable, lifelong activity. Includes: User guide, spare string



BRAND NAME	Ozora
PRODUCT NAME	Ozora Kendama Holder
GENERIC NAME	Ozora Kendama Holder
MATERIALS	Rubber, Nylon
PERSON IN CHARGE	Yuji Umetsu
PRODUCTION AREA	Nagai Yamagata Japan[Made in Japan]
SIZE	16x6x0.5cm
WEIGHT	100g
DOMESTIC RETAIL PRICE	JPY1,500 (excluding tax)

This kendama holster is made in Japan by a sewing firm based in Ishinomaki, Miyagi Prefecture. It is made of stretchy wetsuit fabric and can securely hold the ball in place. It comes with a carabiner so you can clip it on and carry your kendama wherever you go.