

## ❖ Corporate profile



BUSINESS NUMBER	
COMPANY NAME(JAPANESE)	長文堂
COMPANY NAME	CHOBUNDO
YEAR OF ESTABLISHMENT	1952
TYPE OF INDUSTRY	Casting
MAIN PRODUCT	Iron kettle
POST CODE	9902351
COMPANY ADDRESS	22 Imono-Mmachi Yamagata Yamagata Japan
REPRESENTATIVE	Mitsuaki HASEGAWA
TEL	+81-(0)23-643-7141
FAX	+81-(0)23-643-7141
URL	<a href="https://chobundo.jp/">https://chobundo.jp/</a>
Instagram	<a href="https://www.instagram.com/chobundo.yamagata">chobundo.yamagata</a>
Facebook	<a href="https://www.facebook.com/chobundo">chobundo</a>
E-commerce Website	<a href="https://chobundo-yamagata.stores.jp/">https://chobundo-yamagata.stores.jp/</a>
MAIN SELLING CHANNELS	
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	
AVAILABLE LANGUAGE	Japanese

## ❖ EPISODE OF FOUNDATION FOUNDER'S THOUGHT

Chobundo, which was established in 1952, has been manufacturing iron kettles exclusively for 68 years. Choroku Hasegawa, the first generation, had a longing for iron kettle-making that ultimately made him a full-fledged caster, and dreamed of having his own studio to manufacture products. Around 1945, he became a factory manager at the workshop where he received training and accumulated experience and polished his skills. His dream of "making iron kettles loved by users for a long time" at his own studio was eventually realized. Several years later, however, he fell ill and died. It was at the time when he had just begun to practice long-cherished iron kettle making. Fumio Hasegawa, the second generation, who grew up seeing his father making efforts to fulfill his dream, established a studio named Chobundo, inheriting his father's will. The trade name of Chobundo was formed by taking one Chinese character each from Choroku and Fumio. Saying for generations to "Resolutely become a full-fledged iron kettle maker," and having belief in and passion for "making high-quality iron kettles that are loved by users for a long time," we have been earnestly working on making such products. Currently, Mitsuaki Hasegawa, the third generation maker, is endeavoring to polish his skills, inheriting the will of his predecessors.

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

Yamagata Imono (Iron Casting) has been developed with high technical prowess and handed down in Yamagata, which boasts rich nature, for about 900 years. Yamagata Imono is evaluated as "usuniku-birei," which means thin-wall casting and the beauty of the cast surface. Chobundo's iron kettles have inherited such high quality. They are light and easy to use and good at stopping hot water from dripping. In addition, they have a beautiful casting surface and a well balanced shape. Manufacturing that combines usability with beauty has been inherited from predecessors. Moreover, hoping that our products will be used by customers regularly for a long time, I always endeavor to polish my casting techniques and increase product quality with the aim of manufacturing better products. One example is the traditional technique for the final finish called "urushi yakitsuke chakusyoku" (coloring with a baked Japanese lacquer finish). This technique requires proficient skill and sense, and with this finish, a deep gloss is generated with use. Chobundo's iron kettles, which are of high-quality and can be used for a long time, will allow you to use them as "tools to grow," and you will find yourself developing a profound attachment to them. This is one of the appeals of Chobundo's iron kettles.

## ◆ Product information



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Natsume
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W18cm x D14.5cm x H23.5cm/ 1.5L
WEIGHT	1.4kg
DOMESTIC RETAIL PRICE	JPY65,000 (excluding tax)

This iron kettle, named "Natsume," was designed by the founder of the studio and has been loved by users for more than 60 years. The lightness of the product is realized by adhering to thin-wall casting. This plain iron kettle highlights the beauty of the casting surface. In addition, the product is not a commonly used "hiramaru (round and flat)" type iron kettle and is long vertically. These features allow the product to fit any scene or situation. As the spout is also made manually for each piece, the product pours well, and hot water dripping is easily controlled. Thus, the product is easy to use for everyone. It can be used with any heat source, including an IH cooking heater.



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Natsume (Small)
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W16cm x D13.5cm x H22.5cm/ 1.0L
WEIGHT	1.0kg
DOMESTIC RETAIL PRICE	JPY60,000 (excluding tax)

This product is recommended for those who want an iron kettle that is a little smaller than the "Natsume" iron kettle. It is a perfect product for those who want to have a kettle of their own. The lightness of the product is realized by adhering to thin-wall casting. This plain iron kettle highlights the beauty of the casting surface. In addition, the product is not a commonly used "hiramaru (round and flat)" type iron kettle and is long vertically. These features allow the product to fit any scene or situation. As the spout is also made manually for each piece, the product pours well, and hot water dripping is easily controlled. Thus, the product is easy to use for everyone. It can be used with any heat source, including an IH cooking heater.



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Kodai Hirmaru
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W19.5cm x D17cm x H19.5cm/ 1.5L
WEIGHT	1.6kg
DOMESTIC RETAIL PRICE	JPY55,000 (excluding tax)

This is a traditional "hiramaru (flat and round)" type iron kettle. Although it looks small, it can contain a sufficient volume totaling 1.5 liters. Making the most of the features of Yamagata Imono, this plain iron kettle highlights the beauty of the casting surface, which is possible as a result of making the casting mold separately each time. The product is plain and can be used for a long time without tiring of it. It can be used with any heat source, including an IH cooking heater.

## ◆ Product information



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Komagata
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W20.5cm x D19cm x H20.5cm/ 2.0L
WEIGHT	1.7kg
DOMESTIC RETAIL PRICE	JPY65,000 (excluding tax)

This is an iron kettle with a beautiful "arare" dot pattern. As the casting mold is used only once and not reused, the detailed dot pattern is beautifully finished. The knob has a pine cone shape, and a bamboo leaf is subtly added to the arare dot pattern. This design brings about a calm atmosphere. As iron kettles manufactured in our studio are all colored with Japanese lacquer, the surface of the products becomes more glossy the more you use them, and you can enjoy their deeper charm with the passage of time. It can be used with any heat source, including an IH cooking heater.



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Zakuro
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W19.5cm x D16cm x H25cm/ 1.8L
WEIGHT	1.8kg
DOMESTIC RETAIL PRICE	JPY90,000 (excluding tax)

This iron kettle employs the pattern of pomegranate, which carries the meaning of "prosperity of descendants." As the casting mold is used only once and not reused, the pomegranate flower and the bee that gravitates toward it are expressed perfectly. The lacquer coloring finish makes the product more glossy with use, which generates the deep charm characteristic of Japanese lacquer. The lid is large, and it is easy to pour water into the kettle. In addition, the product offers sufficient capacity and can be used when serving tea to guests. It can be used with any heat source, including an IH cooking heater.



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Fuji-zakura
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W20.5cm x D19.5cm x H21.5cm/1.5L
WEIGHT	1.7kg
DOMESTIC RETAIL PRICE	JPY95,000 (excluding tax)

This iron kettle is made in the motif of Mt. Fuji and cherry blossoms, the symbols of Japan. The cherry-blossom patterns, which are abundantly scattered over the body of the kettle, bring about a gorgeous atmosphere simply by displaying the product. As it is finished with Japanese lacquer coloring, the surface of the product becomes more glossy the more you use it, and the deep charm of the cherry-blossom patterns increases over time. It can be used with any heat source, including an IH cooking heater.

## ◆ Product information



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Tajima
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W22cm x D18.5cm x H25cm/2.4L
WEIGHT	2.4kg
DOMESTIC RETAIL PRICE	JPY150,000 (excluding tax)

The body of this iron kettle is garnished with items that are said to be auspicious throughout Japan. The knob is shaped like a mallet of good luck known as "uchide-no-kozuchi," and just looking at this kettle brings about a feeling of pleasure and delight. The kettle has a 2.4 liter capacity, but is lighter than other companies' products of the same size because it is made using the thin-wall casting technique. With a finish consisting of Japanese lacquer coloring, the surface of the product becomes more glossy the more you use it, and each of the patterns stands out. You can use the product for a long time, and you will find yourself becoming attached to it. It can be used with any heat source, including an IH cooking heater.



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Hiramaru Kiku
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W20cm x D18.5cm x H21cm/2.1L
WEIGHT	1.8kg
DOMESTIC RETAIL PRICE	JPY150,000 (excluding tax)

This elegant iron kettle is extensively decorated with a chrysanthemum pattern over the body, and has a copper lid with a vermillion copper color. Makes a perfect gift. Because the casting mold is made each time and not reused, the piece of chrysanthemum petal is expressed delicately and beautifully. In addition, with Japanese lacquer coloring finish, the surface of the product becomes more glossy the more you use it and its charm increases as time goes by, both characteristics of Japanese lacquer. It can be used with any heat source, including an IH cooking heater.



BRAND NAME	Chobundo
PRODUCT NAME	Tea pot Kofu
GENERIC NAME	Tea pot
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W14cm x D12cm x H12.5cm/0.4L
WEIGHT	0.7kg
DOMESTIC RETAIL PRICE	JPY11,000 (excluding tax)

This product expresses the scene of a summit under the clouds with a flash of lightning. According to ancient tradition, "we will have a good harvest in the year with lots of thunder," and the lightning is also considered to be an auspicious event. The product was designed by the founder of the studio and has been loved by users even now. Although it is a small kettle, it is colored with Japanese lacquer, so the surface of the product becomes more glossy the more you use it, which generates deeper charm. The inside of the product is also colored with Japanese lacquer, rather than being enameled.

## ◆ Product information



BRAND NAME	Chobundo
PRODUCT NAME	Teapot Bunbuku
GENERIC NAME	Teapot
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W14.5cm x D13.5cm x H12.5cm/0.4L
WEIGHT	0.73kg
DOMESTIC RETAIL PRICE	JPY32,000 (excluding tax)

This teapot uses a Japanese old tale called "Bunbuku Chagama" as a motif. In the story, a raccoon dog turned itself into a teakettle. The raccoon dog's adorable expression and the detailed arare dot patterns are expressed delicately because the casting mold is made each time without reusing it. In addition, like iron kettles, the product is finished with Japanese lacquer coloring, and therefore, the surface of the product becomes more glossy the more you use it, which generates deep charm. The inside of the product is colored with Japanese lacquer, rather than being enameled. With this lovely teapot, you can enjoy a high-quality relaxing time.



BRAND NAME	Chobundo
PRODUCT NAME	Iron kettle Natsume Ume
GENERIC NAME	Iron kettle
MATERIALS	Iron
PERSON IN CHARGE	Mitsuaki HASEGAWA
PRODUCTION AREA	Yamagata Yamagata Japan
SIZE	W18cm x D14.5cm x H23.5cm/1.5L
WEIGHT	1.5kg
DOMESTIC RETAIL PRICE	JPY115,000 (excluding tax)

Decorated on the body with a plum design, this product is identical in shape to the enduringly popular Natsume (jujube fruit) iron kettle designed by the founder of the studio. The plum is regarded as a joyous harbinger of spring because the tree is among the first to blossom after enduring the harshness of winter. Each plum motif is individually hand-pressed. The kettle has a distinctive vermillion copper lid that brings refinement to the piece and makes it perfect also as a gift. The lacquered surface ages well, gaining deeper gloss over years of use. Can be used on all heat sources including induction.