

◆ 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	http://www.tsuruya-net.com/
E-commerce Website	
MAIN SELLING CHANNELS	Retail shop, mail order company, etc.
SALES PERFORMANCE OF DOMESTIC AND OVERSEAS EC SALES	Client's EC site, etc.
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

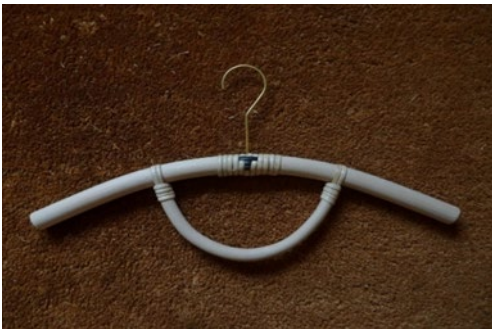
We are increasingly collaborating with industrial designers to develop design-conscious products capable of competing against lower-priced imports. A leading example is our unstained, unvarnished range of modern designs, which is rated highly by customers for its timeless appeal. This line successfully communicates and enhances 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 JPY11,000 - 27,500 (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 (approx.)100g
DOMESTIC RETAIL PRICE JPY4,200 (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 (approx.)100g
DOMESTIC RETAIL PRICE JPY4,200 (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.

◆ Product information



BRAND NAME ami series
PRODUCT NAME
GENERIC NAME Rattan furniture
MATERIALS Rattan, Stainless
PERSON IN CHARGE Genji Aita
PRODUCTION AREA Yamagata Japan
SIZE
WEIGHT
DOMESTIC RETAIL PRICE JPY35,000 - 100,000 (excluding tax)

Each item is available in natural and black. Designed by Hiroshi Yoneya. Winner of the Good Design Award in 2006 and 2012.



BRAND NAME TOUGENKYO
PRODUCT NAME Rattan hanger eye
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 (approx.)100g
DOMESTIC RETAIL PRICE JPY4,200 (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.



BRAND NAME TOUGENKYO
PRODUCT NAME Rattan pillow (large, small)
GENERIC NAME Pillow
MATERIALS Rattan pillow (large, small)
PERSON IN CHARGE Genji Aita
PRODUCTION AREA Yamagata Japan
SIZE S:W355 x D240 x H100 mm
 L:410 x D240 x H100mm
WEIGHT S:(approx.)400g、 L: (approx.)500g
DOMESTIC RETAIL PRICE S: JPY21,000 (excluding tax)
 L: JPY23,000 (excluding tax)

Approximately nine cm high at the center, this rattan bed pillow is easy on the neck, has just the right amount of "give," and is very cooling.