

2012

TOMBO  <sup>®</sup>

Press Kit

## Overview and History

### **Overview**

Tombow is a market leader for arts, crafts and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as the wood-case pencil provider for Japanese students. Since these beginnings and supported by a history of unparalleled customer service, Tombow has grown the company's portfolio to a worldwide provider of adhesive and correction tapes, ballpoint and rollerball pens, drawing pencils and erasers, dual brush marker pens, glue sticks and liquid glues manufactured in facilities located in Japan, Southeast Asia and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies.

Maintaining market leadership in these categories is achieved through innovative product design, exemplary customer service and a time-tested commitment to exceptional value for Tombow's retailers and their consumers.

### **History**

Tombow was established in Japan in 1913 as a manufacturer of wood-cased lead and colored pencils. From these beginnings at the turn of the 20<sup>th</sup> century through the Internet age, every student in Japan has grown up with the Tombow pencil.

Beginning in the 1960's and continuing for the next three decades, Tombow has worked to diversify its manufacturing program which today includes ballpoint and roller ball pens, glue products, marker portfolios, and an extensive series of adhesive and correction tape offerings. This expansion of the brand led to worldwide demand for these unique, innovative and well-designed art and office merchandise. In 1983, Tombow answered the growing interest by the western world by opening American Tombow, Inc., a wholly-owned subsidiary of the Tokyo-based parent company, in Thousand Oaks, California, a Los Angeles suburb.

In 1991, Tombow made another international mark by opening a production and distribution arm in Bangkok, Thailand. Through this strategic move, Tombow was able to combine its strict quality control methodology and the growing international price competition to continue its mission to provide art, craft and office products at a value to its devoted customers. This has allowed the company to maintain its position as a top five office product manufacturer across the Asian continent.

Following the best practices established with the Thailand operations, American Tombow seized an opportunity to move to Georgia, where the division opened expansive offices which are now located in Suwanee, Georgia. Awarded the renowned Red Dot Award in 2010 for the AirPress and Mono Zero Eraser has made the brand known publicly for what its loyal customers have known for generations – that Tombow is synonymous with superior quality for products serving the art, craft and office environments.

## Fact Sheet

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### **Products**

Tombow's exemplary products are defined by their quality and the creative uses of those products by consumers around the world. The products are available in more than 100 different retail businesses ranging from nationally known office suppliers to boutique fine art providers throughout North America.

- **Adhesive Products**

There are 30 adhesive products spanning the Tombow portfolio, including the Stamp Runner, Liquid Glue and Glue Sticks.

- **Correction Products**

There are 17 correction products in Tombow's office portfolio, with the consumer favorite of the original Mono Correction Tape.

- **Drawing Products**

  - *Dual Brush Pens*

The cornerstone of Tombow's craft line is its Dual Brush Pen Sets, which feature flexible brush tips and fine tips in one marker. The brush tip is equivalent to a paintbrush and can create fine, medium or bold strokes, while the fine tip provides consistent lines. The Dual Brush Pens also offer a colorless blender that creates a watercolor effect through the use of this pen with blending techniques. Twenty-six different combinations of Dual Brush Pen Sets are available and feature creative color palettes named Jellybean, Groovy, Soda Shop, etc., to the fine art combinations such as Portrait, Landscape and Grayscale. The complete palette of 96 colors provides the art and craft aficionado with the ultimate Tombow Dual Brush Pen package.

### *Irojiten Pencils*

Irojiten means “color encyclopedia” in Japanese and the pencils provide the ultimate drawing experience. The artist who knows and appreciates the difference between orange-red, red-orange and every derivation in between will benefit from these top quality products. Three sets; Rainforest, Seascape and Woodlands, include 30 pencils each which are then packaged into 10-pencil book-style volumes providing pale, vivid and deep levels of color intensity.

- **Writing Products**

Tombow has created patented AirPress, Ballpoint, Ultra, and Rollerball pens to meet the expanding demand of today’s on-the-go professionals.

Tombow’s AirPress technology and patented rubber grip provide the perfect writing utensil for scenarios involving air travel, underwater documentation, and even vertical or upside down engagements such as writing on a board or ceiling.

Tombow’s award-winning Zoom 707 and Zoom 727 series pens feature a sleek and contemporary design. The soft, comfort grip is undergirded by a lifetime guarantee as the ultimate writing experience.

### **Contacts**

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## Leadership Biographies

### **Jeffery Hinn**

*President and Chief Executive Officer  
American Tombow, Inc.*

By leveraging his education, knowledge of the office products industry, and his well-honed business development skills, Jeffery Hinn has focused American Tombow to achieve a place of prominence in the competitive fine arts, crafts and office product marketplace. Spanning a career of more than 28 years, Jeff's extensive sales and marketing background has earned him numerous accolades for his work.

Jeff spent the early years of his career in positions of increasing responsibility for Antioch Publishing Corporation, Henkel, Inc., and United Stationers. During these tenures he was accountable for various operations, management initiatives, sales, product development, business development and advancing marketing strategies. These opportunities provided the perfect developmental background to rise through the ranks and ultimately serve as the Vice-President of Sales and Marketing for Antioch Publishing.

In 2008, Jeff joined American Tombow as the Vice President of Sales and Marketing, and immediately streamlined the communications channels for distributors, dealers, customers and sales representatives. He also led an international initiative to rebrand and reposition the Tombow Craft Collection. In January of 2010, Jeff was named President and Chief Executive Officer of American Tombow, reporting to the president of Tombow Pencil, Ltd., in Tokyo.

Jeff is a graduate of the University of Wisconsin and makes his home in suburban Atlanta with his wife, Diane.

### **Cathy Daniel**

*Marketing Manager  
American Tombow, Inc.*

With years in positions of increasing responsibility with the American Tombow family of products, Cathy Daniel's knowledge of office, art and craft products is a part of her DNA. She utilizes her well-honed expertise of the Tombow portfolio to market current products in the Tombow line as well as develop new products based on consumer demand and market research.

Accountable for marketing, public relations and social media strategies throughout North America, Cathy manages the brand as well as the implementation of its message to consumer and retail markets.

A graduate of North Georgia College and State University, this life-long scrapbooker and paper crafter makes her home in Cumming, Georgia with her husband and two children.

**Richard Hannon**

*Financial Controller  
American Tombow, Inc.*

Richard Hannon joined the American Tombow team in 2010 after serving in positions of increasing financial controls responsibility for Teplis Travel and Next Marketing. In his role for Tombow, Richard manages accountability for the financial and operating performance of all the North American company departments, while simultaneously benchmarking those results against forecasted short-and-long-term goals. Holding a bachelor of business administration from the State University of New York, Richard lives with his wife and three children in suburban Atlanta.

**Jim Lee**

*Vice President of Sales  
American Tombow, Inc.*

With years of national sales experience involving programs of increasing complexity, Jim Lee joined Tombow as the North American sales manager for its office products portfolio in 2008 and was promoted to Vice President of Sales in the fall of 2010. In his current position, Jim leads the sales forces representing fine art, craft and office products as well as implementing mass market promotion initiatives, incentive programs and specific partnership programs with retailers.

Jim's zeal to move Tombow beyond traditional sales approaches to communicating value solutions is the cornerstone of the strategy he has implemented for consumers who purchase quality products. A graduate of California State University, Jim is also an accomplished trombonist who performs with a local Atlanta jazz ensemble.

**Koji Tanaka**

*Executive Vice President  
American Tombow, Inc.*

Koji Tanaka joined Tombow in Tokyo, Japan in 1992 as the leader of the sales force for Japan's operating division. From 1992 until 2003, Koji led the sales team to increasing levels of domestic sales within Tombow's home country, dynamically improving sales promotions and distribution channel management. In 2003, Koji was tapped to leverage his sales results to improve marketing efforts for the expanding Tombow brands and managed these efforts until 2006 when he added the additional responsibilities of overseas marketing for European

markets. In 2008, Koji moved with his family to Georgia where he was named Executive Vice President for American Tombow. In this role, Koji leads purchase management, inventory control and communication support services for the international firm.

Holding graduate degrees in business and geography from RISSHO University in Japan, Koji is an active member of the Japanese Chamber of Commerce in Atlanta, and also plays tennis with the Atlanta Lawn & Tennis Association (ALTA), out of his home base in Dunwoody, Georgia.

## Celebrity Designer Biography

### **Marie Browning**

She's sharp, creative, experienced. With over 32 books in print and more than two million sold covering crafting topics from melding metal, to photography to greeting cards to wedding paper crafts to polymer clay, suffice it to say that Marie is a seminal authority in the international craft industry.

Holding two fine arts degrees from Camosun College and the University of Victoria in breathtaking British Columbia Canada, Marie's zeal for crafts began at a very early age. Propelled by her parents and six brothers and sisters to "do more with less", Marie nurtured her interests in various craft mediums through teaching craft-making classes *in her teens* at the local recreation center. This was a pivotal experience in Marie's development because the desire to share her crafting joy through books, articles, consulting, special appearances, and now over the Internet have propelled this crafting extraordinaire to a place of international rapport.

So, what is Marie like when she's not filming YouTube videos for Tombow? We sat down with her to find out.

**Q:** How do you manage your day?

**A:** Well, the studio and the office are in our home, so the long commute is just down the stairs. If I am working on a book, I'm a terrible day manager. I forget there is laundry to do, dinners to be made, rooms that need to be cleaned. I'm just constantly generating craft ideas that work – which means there a lot that don't. It's just like Einstein said, "99 ideas were wrong before I got one right." I ponder new ideas for a long time before I actually take the first stroke – but because I know the "DNA" of so many products, I also constantly push to stretch their capabilities.

**Q:** What's your favorite craft medium?

**A:** There are so many – and you are asking the gal who has been blessed to make a living sharing something I was born to do. I guess the answer is paper because it takes so many forms --- from lettering to paper-mache' to decoupage.

**Q:** What's in the crystal ball of crafts in the future?

**A:** Creativity expressed through new forms like Zentangle and Smash Journals will muddy the water between craft and fine arts.

**Q:** If you could be on one reality show, what would it be?

**A:** The Next Great Artist –I love watching this show because they pick up products that I've used or maybe I haven't...

**Q:** Any hidden talents your followers don't hear about online?

**A:** Great question. I love challenges. Here's two examples. I love to cook and to prepare simple recipes with contemporary presentations. We're celebrating my sister's birthday this weekend, and the first course is a Caprese salad, but I'm doing the dressing in individual eye droppers at each place.

And, this fall my daughter got married. At her wedding reception, I had secretly taught a dance routine to lots of attendees who did a flash mob to one of my daughter's favorite songs. Totally hilarious!

**Q:** 32 books. What's your favorite?

**A:** *Wonderful Wraps*--it wasn't my biggest seller, but it provided the most joy during the research, development and execution stages.

**Q:** And last but not least, what's your favorite thing about partnering with Tombow?

**A:** I love the quality of the products and the people who represent them. There's a three-hour difference between my time and the corporate office in Atlanta, but we are in such a simpatico, that it really works. The time and the distance doesn't hinder our success.

## Testimonials

### Adhesive Products

*"Having the right adhesive is key to making any scrapbook page or handmade card, and Tombow's Stamp Runner is the perfect tool for the job. The adhesive rolls out in tiny dots, which can be easily rubbed away if you decide to reposition your project elements. You can even hold the dispenser upright and "stamp" small areas of adhesive on your project. Having both dispensing options is fantastic. And best of all? It is strong and long lasting. The Stamp Runner is a perfect blend of form and function!"*

**Jennifer McGuire**  
[www.jennifermcguireink.com](http://www.jennifermcguireink.com)

*"As a designer, I need to use adhesives of all types for a variety of projects. I love using the Tombow Power Tabs as one of my go to adhesives as they are "versatile and strong" and can be used for anything from cardmaking to home decor projects."*

**Melissa Cash**  
**Designer**

*"Tombow Craft Mono Dot adhesives are the only dry adhesive we use with our products. Our customers and students tell us that it is the perfect adhesive because the dots stay where you apply them and don't pull up. They also really like the ease of handling the refillable dispensers because they allow you to have your hand...and the dispenser...in touch with what you are gluing."*

**Lisa Lee**  
**Owner**  
**Inchie Arts**  
[www.inchiearts.com](http://www.inchiearts.com)

*"Being a 12x12 layout scrapbooker, I find that Tombow's Stamp Runners are the best product for adhering papers and photos but go the extra distance for adhering embellishments with their spot adhesive. Both ways to use adhesive in one product. It makes my scrapbooking quicker and easier as I don't have to hunt for different adhesives."*

**Kathy Griffith**  
**Designer**

*"The Tombow Mono adhesive is one of our favorites to use with cardstock. Not only is the glue strong, it has a wide applicator and small tip making it easy to use on every project. It's a must have for paper crafting!"*

**Mindy Martin**  
**Marketing Specialist**  
**Core'dinations ColorCore Cardstock**

*"Tombow's tape runners are a go-to adhesive for Operation Write Home. They keep our cards together for their long journey to troops in Afghanistan and home again to their families - and the fact that they're refillable means they have a lighter footprint on our planet, which is an added bonus!"*

**Sandy Allnock**  
**President**  
**Operation Write Home**

*"I'd be lost without my Tombow Mono Multi Liquid Glue! The pen tip makes it easy to get the right amount of glue just where I need it. There's no mess, and it holds!"*

**Dixie Cochran**  
**Board Member**  
**Operation Write Home**

### **Correction Products**

*"My workplace won't spring for these because they're more expensive than white-out, but I've found it completely worth my while to pay for these myself because they save SO much time and spare the stress of watery white-out. You don't have to wait for these to dry or go over text more than once."*

**Dana Adams**  
**Consumer**  
**Iowa**

*"Absolutely LOVE This Product!!!!!! It's a PERFECT size for all writing needs!! A Million Times BETTER than Liquid White-Out!!!! Try it once, you'll NEVER use Liquid White-Out again!!!!"*

**LG**  
**Consumer**

## **Drawing Products**

*"Bella Blvd highly recommends Tombow products. They are designed for both the amateur and professional alike. On any of their markers you receive long lasting ink, remarkable consistency, and gorgeous colors from fine washes to dark stains. The markers have low bleed-thru on paper and one stroke covers an area, therefore no need to go back over and over. The brushes are beautiful to use- the brush bends easily to the paper and it is easy to control the flow of ink onto the paper. The pen side gives a steady line. They feel good in the hand. Hands down, the best markers on the market!"*

**Robin K. Huber**  
**Director of Operations & Finance**  
**Bella Blvd, LLC**

*"Tombow Dual Brush Pens are fabulous for watercolor techniques. They are easy to blend and the wide range of vibrant colors allow you to create stunning combinations."*

**Elizabeth Allen**  
**Designer**  
**Penny Black**