



Press Kit

2013



Tombow

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 20th century through today's Internet-centric age, generations of Japanese students have 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 led to worldwide demand for these unique, innovative and well-designed art and office merchandise products. In 1983 after creating a loyal brand following throughout Japan and Southeast Asia, 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 Thailand operations, American Tombow, Inc. seized an opportunity to move to the Atlanta area in 1992, where the division opened expansive offices located in Suwanee, Georgia. Awarded the renowned Red Dot Award in 2010 for the *AirPress* pen and the *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

Overview

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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 *Glue Sticks*, *Liquid Glue* and the *Stamp Runner*.

- **Correction Products**

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

- **Drawing Products**

- *Dual Brush Pens*

The cornerstone of Tombow's craft line is the *Dual Brush Pen*, 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 *Groovy*, *Jellybean*, *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 dictionary” 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. The 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 the *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 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 30 years, Jeff's extensive sales and marketing background has earned him, and Tombow, 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 global 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.

Kimihito Tanaka

*Executive Vice President
American Tombow, Inc.*

Kimihito Tanaka joined Tombow in Tokyo, Japan in 1999 as the leader of the sales force for Japan's operating division. From 1999 until 2003, Kimihito 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, Kimihito was tapped to leverage his sales results to improve marketing efforts for the expanding Tombow brands and managed these efforts until 2007 when he became an instrumental team member in the Office of the President, assisting in overall corporate planning and strategy. In 2012, Kimihito moved with his family to Georgia where he was named Executive Vice President for American Tombow, Inc. In this role, Kimihito manages compliance regulations and communication support services for the international firm.

Holding a graduate degree in law from SENSU University in Japan, Kimihito is an active member of the Japanese Chamber of Commerce in Atlanta. Kimihito lives in Dunwoody, Georgia with his wife and two children.



Tombow's Centennial Year

Post-Consumer Waste Initiative

For 100 years Tombow has been creating innovative products that help people do their best work while minimizing our impact on nature. To that end, Tombow now has more green correction products than any other stationery and office supply company in the world. It's also why, with the help of Tombow's sustainability initiative, we plan on being here for another 100 years.

Tombow offers a full-line of correction tape products that are manufactured with post-consumer materials, including the *Original MONO Correction Tape*, with more than 25 SKUs in various applicator styles including refillable, pen-style and various width sizes. The majority of these products consist of a minimum percentage of 70% post-consumer waste, as well a minimum percentage of 70% recycled packaging content.

All Tombow correction tapes feature premium, break-proof tape that is easy to write over with all types of writing instruments. The easy to use applicators deliver precise application for quick, clean corrections and feature a rewind knob for tape adjustment.

100 Days of Tombow Initiative

The 100 Days of Tombow Initiative will kick off in early 2013 as a symbol of celebration for its 100 year history. Tombow will reach out to scrapbooking and crafting enthusiasts around the world who blog regularly to share their experiences during "Tombow Time". For each submission on the Tombow blog, Tombow will donate \$100 in product to the Council of Art Education, Inc. Tombow's goal is to donate \$10,000 worth of product towards the Council of Art Education's Youth Art Month project.

Youth Art Month is an annual observance each March to emphasize the value of art and art education for all children and to encourage public support for quality school art programs. Established in 1961, YAM provides a forum for acknowledging skills that are not possible in other subjects. Art Education develops self-esteem, appreciation of the work of others, self-expression, cooperation with others, and critical thinking skills.

Celebrity Designer Biography

Marie Browning

She's sharp, creative, experienced. With over 32 books in print and more than two million copies 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

"I ordered these along with a few dispensers for my Girl Scouts (ages 9-17) to use for our card making project for the Veterans Hospital. They make 300 handmade cards and these tape runners were so easy to use and easy for the girls to hold on to. Thanks for making a BIG job a lot easier!"

**Holly Leader
Consumer**

"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**

"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**

"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

"I use correction tape on a daily basis covering statistics and adding data. Tombow correction tape is the best one out there. It covers completely and I can write over it with a marker or a ball point pen. I have tried other products, but they all tear when I try to write on them. I would recommend it for any job that needs a professional look and a smooth writing surface."

J. Black
Consumer

"This correction tape is fantastic. You don't need to wait for it to dry and you can write over it immediately!"

**Laura M.
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**

"The Tombow Brush Dual End Marker has been my marker of choice for many years. The paint brush end provides the smoothest swoops, borders, and waves of any paint brush marker I've used. The hard nubbed end provides a great accent and compliment to the paint brush end and holds up well for printing, dots, etc. A wide variety of colors are offered. I often decorate mailing envelopes. Often, I seek for bargains on these as they can be pricey. I keep hundreds of these, in cups, on my desk and their happy colors make me smile."

**Heather
Consumer
Paso Robles, CA**

"Tombow Mono 100 are one of the best wooden case pencils for writing, sketching and drawing, which many artists and animators truly appreciate and love. When you lay the graphite on a piece of paper, it makes your work look like a true masterpiece. Tombow makes some of the highest quality and top notch pencils in the world today, especially their graphite. These pencils are a true craftsmanship and they are absolutely beautiful. A work of art and a true masterpiece. These are world class quality pencils that I will always cherish and love for the rest of my life. I will always be a lifetime customer."

**M. Keith Brummett
Consumer**