

Tombow

PRESS KIT

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www.tombowusa.com

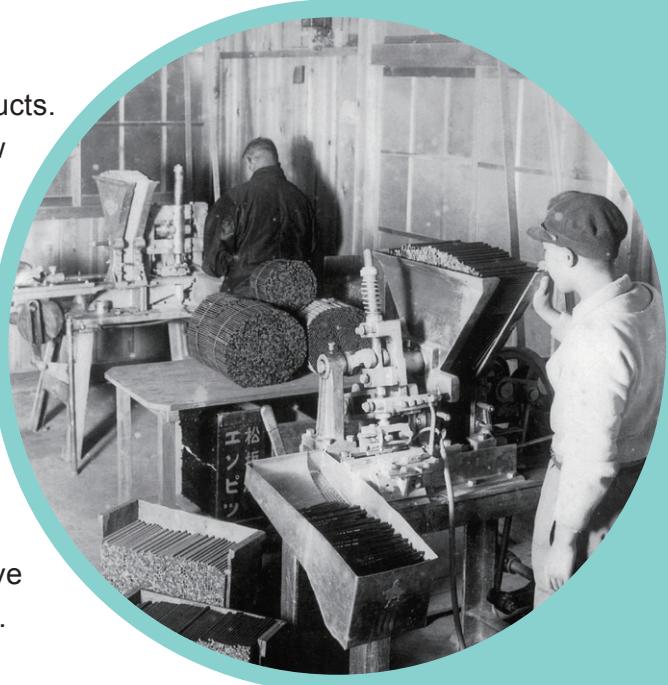


 Tombow

ABOUT TOMBOW

Tombow is today's market leader for art, 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 we have upheld a history of unparalleled customer service.

Tombow has grown the company's portfolio to a worldwide provider of art markers, liquid glue and adhesive tape, fine writing pens, correction tape, drawing pencils, colored pencils and erasers manufactured in facilities located in Japan, Southeast Asia and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information, visit www.tombowusa.com.





 Tombow

OUR PRODUCTS: ADHESIVES

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.

Our adhesive tape runners are available in permanent, removable and dot pattern adhesive options. Each applies clean, wrinkle-free application with no mess and no drying time.

Tombow liquid glues include our dual tip applicator glues – MONO Aqua Liquid Glue and MONO Multi Liquid Glue – as well as the MONO Glue Pen. The Tombow Xtreme line of adhesives feature our high performance adhesive tape runner, Tombow Xtreme Adhesive, along with Tombow Xtreme Mounting Putty and Tombow Xtreme Adhesive Tabs.

Our specialty adhesives include our Foam Tabs, Fastener Tabs, Foam Tape and Adhesive Dots.





OUR PRODUCTS: CORRECTION TAPE

There are 27 correction products in Tombow's office portfolio, including the consumer favorite, the original MONO Correction Tape. Tombow offers more green correction products than any other stationery and office supply company and the widest assortment of sizes, colors and styles. Our complete line of recycled products offers flexibility when choosing the perfect correction tape while making the safest choice for the environment.



CORRECTION PRODUCTS WITH RECYCLED CONTENT

MINIMUM % PCW	ORIGINAL	RETRO	MEGA	WIDE	SINGLE TRAC	WIDE TRAC	GRIP	REFILLABLE	MINI
	56%	56%	56%	56%	56%	56%	56%	80%	56%

Post Consumer Waste (PCW) percentage is calculated by PCW weight divided by total product weight (excluding tape). PCW percentage may vary slightly, depending on production lot.



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OUR PRODUCTS: MARKERS

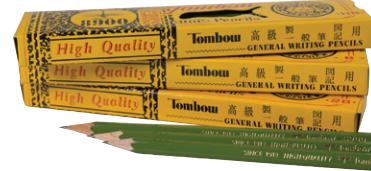
The cornerstone of Tombow's art line is the Dual Brush Pen, which features flexible brush tips and fine tips in one marker. The brush tip is similar to a paintbrush and can create fine, medium or bold strokes, while the fine tip provides consistent lines.

The Dual Brush Pens also offer a colorless blender that creates a watercolor effect through the use of this pen with blending techniques.

Ten different combinations of Dual Brush Pen Sets are available and feature color palettes named Landscape, Portrait and Bright. The complete palette of 96 colors provides the art aficionado with the ultimate Tombow Dual Brush Pen package.

In addition to our Dual Brush Pens, we offer Lettering Sets, TwinTone Dual Tip Markers, Mono Drawing Pens, Fudenosuke Brush Pens and MONO Twin Permanent Markers.





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OUR PRODUCTS: PENCILS & ERASERS

 Tombow MONO Drawing Pencils are professional quality drawing pencils that range in degree from 6B - 4H. Tombow pencils are traditionally hand crafted with the highest quality materials in keeping with the ancient Japanese art form of writing. Extra-refined, high density graphite is encased in premium hard cedar wood. A perfectly centered lead core is adhered throughout the entire woodcase, making the pencil break resistant and ensures even sharpening every time.

There are 23 eraser products in Tombow's portfolio, including the one and only MONO Sand Eraser and consumer favorite, the original MONO Zero Erasers.

Originally released in 1988, Irojiten Colored Pencils continue to be a favorite product of Tombow consumers. Irojiten means "color dictionary" in Japanese and these 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 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. Volumes Primary, Soft Primary, Fluorescent, Grayscale and Sepia, offer a more compact selection of five-pencil books ranging from dazzling brights to soft undertones to the most versatile shades of gray.





OUR PRODUCTS: FINE PENS

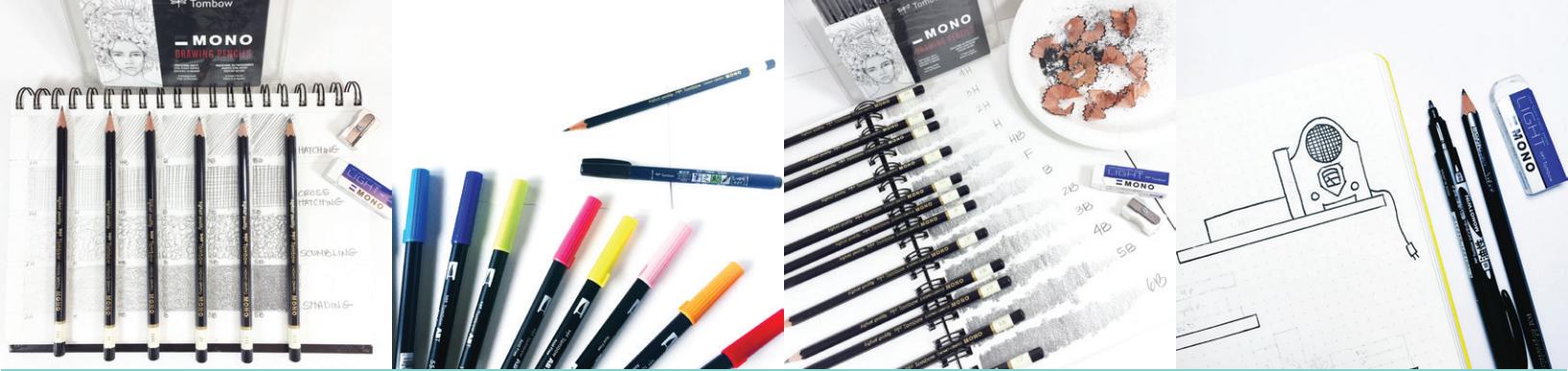
Tombow has created the AirPress, Zoom and Ultra pens to meet the expanding demand of today's on-the-go professionals.

Tombow's patented AirPress technology and 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 provides users with a relaxed grasp in all writing situations.





OUR EXPERTS

Learn about our business



JEFFERY HINN

Corporate Officer / President and Chief Executive Officer

By leveraging his education, knowledge of the office products industry, and 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.

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 Co., Ltd. in Tokyo, Japan.

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

Schedule an interview with Jeff by emailing Brittany Luiz at bluiz@tombowusa.com



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OUR EXPERTS

Learn about our history



KIMIHITO TANAKA

Executive Vice President

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 successes to improve marketing efforts for the expanding Tombow brands. He 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 Senshu University in Japan, Kimihito is an active member of the Japanese Chamber of Commerce in Atlanta. Kimihito lives in Suwanee, Georgia with his wife and three children.

Schedule an interview with Kimihito by emailing Brittany Luiz at bluiz@tombowusa.com



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OUR EXPERTS

Learn about our marketing



CATHY DANIEL

Director of Marketing

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 part of her DNA. She utilizes her expertise of the Tombow portfolio to market current products in the Tombow line as well as to develop new products based on consumer demand and market research.

Accountable for marketing, public relations and social media strategies throughout North America, she manages the Tombow brand in addition to the implementation of its message to consumer and retail markets.

A graduate of the University of North Georgia, Cathy has been able to pursue her love of all things creative while growing the Tombow brand. She lives in Cumming, Georgia with her husband and son.

Schedule an interview with Cathy by emailing Brittany Luiz at bluiz@tombowusa.com



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OUR EXPERTS

Learn about our sales



GREG DILaura

Director of Sales – North America

Greg DiLaura was first introduced to the arts and crafts industry in 2002 where he learned to harness his natural ability to build lasting business relationships and tap into key arts and crafts markets at his father's private firm. The experience he received throughout the years naturally led Greg to join the American Tombow family in 2009, where they embraced his unique industry experience and passion.

Since then, Greg has held various levels of responsibility within the Tombow team proving his ability to drive growth within each channel and boldly improve sales in any market. In 2013, Greg was named Director of Sales – North America. Greg is a graduate of the University of Iowa and lives in Atlanta with his wife and two children.

Schedule an interview with Greg by emailing Brittany Luiz at bluiz@tombowusa.com



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OUR EXPERTS

Learn about our social media



BRITTANY LUIZ

Media & Public Relations Manager

An expert in social media marketing with an eye for design, Brittany Luiz has merged her passions for communication and creativity to build the brand voice that has come to be associated with Tombow on social media. Since she joined the marketing team in 2015, the company's social media presence has skyrocketed with growth continually out pacing industry averages. Due to her efforts, Tombow was awarded the honor of **Best Use of Instagram** in Ragan PR Daily's 2017 Digital PR & Social Media Awards.

Brittany is responsible for managing Tombow's Brand Ambassador Program and Design Team, which are social influencer programs meant to spread awareness about the Tombow brand and its products. In addition to managing Tombow's media and public relations efforts, Brittany also focuses heavily on educating the consumer on Tombow products through her work as a hand lettering instructor, teaching hundreds of students across the country through in-person workshops and online lettering courses as well as her book *Lettering with Purpose*. She is a graduate of The University of Georgia and now lives in Buford, GA with her husband and son.

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OUR EXPERTS

Learn about product trends



MARIE BROWNING

Signature Designer

She's sharp, creative, experienced. With more than 32 books in print and more than 2 million copies sold covering crafting topics from journal making to fragrance crafting 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 the Internet have propelled this crafting extraordinaire to a place of international rapport.

Schedule an interview with Marie by emailing Brittany Luiz at bluiz@tombowusa.com



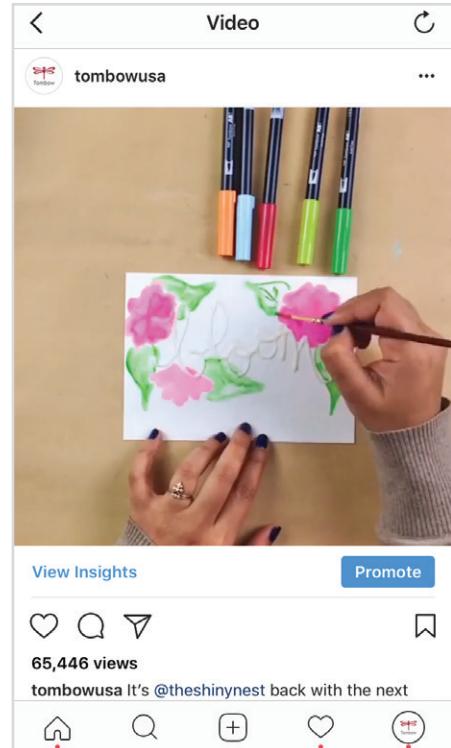
OUR EDUCATION

DESIGN TEAM

Tombow's product education efforts are centered around our Design Team, which consists of 7 paid consultants, including our Signature Designer Marie Browning, who create projects for our blog and social media accounts.

These individuals have been strategically selected to cover a wide range of craft trends and techniques so that Tombow fans can see a variety of ways to use our products.

Our Design Team includes artists/crafters who are highly skilled in the areas of handlettering, art/illustration, papercrafting, planning/journaling, scrapbooking and mixed media. They are experts in their fields and are able to show a multitude of ways to use our products in order to educate and entertain our audience.



Schedule an interview with any of our designers by emailing Brittany Luiz at bluiz@tombowusa.com



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OUR INFLUENCE

BRAND AMBASSADOR PROGRAM

Our Brand Ambassador Program consists of 45+ social influencers who create brand awareness through the use of social media. Ambassadors range from hobbyists to professionally published artists.

These individuals are long-time users of Tombow products who believe in the quality of our brand and want to share the Tombow love with their followers. They do this by using Tombow products in a wide range of mediums after receiving in-depth educational product training from our team. Currently, membership to this program is by invitation only and is limited to artists in the United States and Canada. We have also recently launched a Brand Ambassador Program in Peru.

Our Brand Ambassadors are highly skilled in the areas of handlettering, art/illustration, and planning/journaling. They have written books, taught classes, demonstrated our products at events, and even appeared on national television using our products.



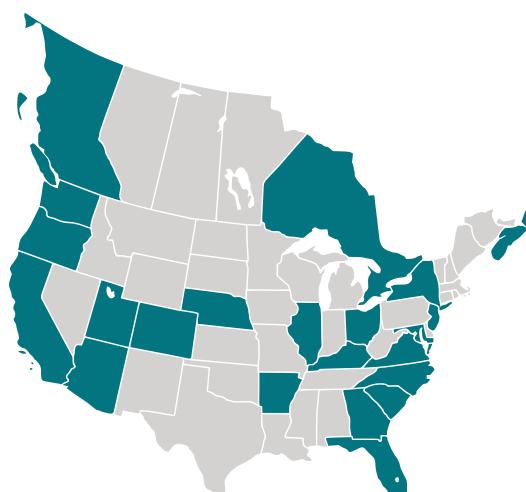
45+ AMBASSADORS



20+ STATES/PROVINCES



**2 MILLION+ COMBINED TOTAL
SOCIAL MEDIA FOLLOWERS**



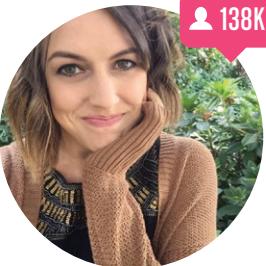
■ Ambassador locations



SHARISS DELEON
instagram.com/piecescalligraphy



AMY TANGERINE
instagram.com/amytangerine



PEGGY DEAN
instagram.com/thepikeonletters



DAWN NICOLE WARNAAR
instagram.com/bydawnnicole

Schedule an interview with any of our influencers by emailing Brittany Luiz at bluiz@tombowusa.com



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OUR AUDIENCE

288K

Avg. Monthly Page Views

66K

Avg. Visitors/Month

DISTRIBUTED AT



FEATURED ON/IN

BRIT + CO

BuzzFeed

CLOTH • PAPER
SCISSORS explore
mixed media

COLORED
PENCILS

CREATIVE
SCRAPBOOKER
MAGAZINE

HouseBeautiful

MARTHA STEWART
Living

YOU CAN'T MAKE
everyone happy.
YOU ARE NOT A
Tombow Jude.



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WHAT WE'LL BE TALKING ABOUT IN 2018

Date	Campaign	Where You'll Find It
January 23	National Handwriting Day	Instagram, Facebook, Twitter
February 11	Tombow's 105th Anniversary	Instagram, Facebook, Twitter
February 14	Valentine's Day	Instagram, Facebook, Twitter, Pinterest
March 1-31	National Craft Month	Instagram, Facebook, Twitter
March 2	National Read Across America Day	Blog, Instagram, Facebook, Twitter, Pinterest
April 22	Earth Day	Instagram, Facebook, Twitter
May 5	National Scrapbook Day	Blog, Instagram, Facebook, Twitter, Pinterest
May 7	National Teacher Appreciation Day/Week	Blog, Instagram, Facebook, Twitter, Pinterest
May 13	Mother's Day	Instagram, Facebook, Twitter
June 2	National Donut Day	Instagram, Twitter
June 17	Father's Day	Instagram, Facebook, Twitter
September 1	National Letter Writing Day	Blog, Instagram, Facebook, Twitter, Pinterest
October 7	World Cardmaking Day	Blog, Instagram, Facebook, Twitter, Pinterest
October 25	International Artist Day	Instagram, Facebook, Twitter
October 31	Halloween	Blog, Instagram, Facebook, Twitter, Pinterest
November 23	Black Friday	Blog, Instagram, Facebook, Twitter, Pinterest
November 26	Cyber Monday	Blog, Instagram, Facebook, Twitter, Pinterest
December 3	Make a Gift Day	Blog, Instagram, Facebook, Twitter, Pinterest