

Partnering Opportunity

Profile status : Published

Business Offer

Japanese eco-friendly company seeks distributors in the EU for their bamboo and wooden consumer goods

Summary

This Japanese company is a manufacturer of sustainable and environmentally friendly consumer goods that can be used as an alternative to plastic. The company produces over 150 different products using bamboo and wood such as straws, toothbrushes, and cutlery. They have a large market share in their domestic market, but are looking to expand to the EU and are looking for a partner to engage in a distribution services agreement.

| | |
|-----------------|---|
| Creation Date | 22 October 2021 |
| Last Update | 25 October 2021 |
| Expiration Date | 26 October 2022 |
| Reference | BOJP20211022001 |
| Public Link | https://een.ec.europa.eu/tools/services/PRO/Profile/Detail/8bbd3fbb-f2e4-4045-87ae-fa7b0fbd381 |

Details

Description

A Japanese eco-friendly company established in 1999 produces bamboo and wooden consumer goods. The company founder has more than 30 years of experience in bamboo manufacturing, and currently the company has more than an 80% market share for bamboo skewers and wooden skewers used in convenience stores and supermarkets in Japan. Furthermore, they also supply more than 70% of bamboo skewers to Japanese companies in Thailand. Their products; wooden ice-cream sticks and spoons, are the top choice by many ice-cream companies in Japan.

While there is a worldwide demand for alternatives to plastics, they are focusing on developing bamboo products

that can replace plastic products by making use of their existing experience. The company is currently releasing new products such as bamboo straws, bamboo toothbrushes, bamboo cutlery, and bamboo ice sticks on the market. The company is not only focusing on eco-friendly and sustainable products, but also highly involved in developing countries to promote educational and health projects.

In order to expand their commercial activities, the company is seeking commercial partners in Europe. The company is looking for distribution partners with good contacts to frozen dessert manufacturers, hotel chains, restaurant chains, pharmacies, supermarkets, as well as retail organizations. Retail organisations could be eco-friendly shops specialising in designer goods.

The Japanese company can provide the potential partner with samples and brochures and provide support at trade fairs if necessary. They wish to engage in a distribution services agreement with relevant partners.

Advantages and innovations

The Japanese company has a product line of up to more than 150 types of high quality and eco-friendly products. The company uses all parts of the original bamboo and is therefore proud of the fact they produce this high variety of products without waste. They take advantage of the sustainable nature of bamboo, while also reducing the manufacturing costs.

All products are manufactured under their direct control. Therefore, they are able to influence product development and work processes without intermediate brokers or agents. This leads to positive results in terms of price, performance, quality and order processing speeds.

The factory has obtained the following certifications: ISO9001, ISO14001, FSC, FDA, FSSC22000

Some products are sorted using the companies' original camera image processing sorting device, which meets the strict quality standards of Japan and is highly evaluated in the Japanese market.

Keywords

Market

| | |
|----------|---------------------|
| 05007001 | Disposable products |
| 07004004 | Housewares |

NACE

| | |
|----------|------------------------------------|
| G.46.4.9 | Wholesale of other household goods |
|----------|------------------------------------|

Network Contact

Issuing Partner

EU-Japan Centre for Industrial Cooperation

Contact Person

Rijnties Mark

Phone number

+8136040281

Email

info-eu@een-japan.eu

Open for EOI: **Yes**

Dissemination

Restrict dissemination to specific countries

Austria, Belgium, Denmark, France, Germany, Italy, Luxembourg, Malta, Netherlands, Poland, Spain, Sweden

Relevant sector groups

Environment
Retail

Client

Type and Size of Organisation Behind the Profile

Industry SME 11-49

Year Established

1999

Turnover

1 - 10M

Already Engaged in Trans-National Cooperation

No

Certifications Standards

ISO 9001
FSC
ISO 14001

Languages Spoken

English

Client Country

Japan

Partner Sought

Type and Role of Partner Sought

The ideal partner should have experience distributing products with a focus on sustainability and environmental friendliness. The partner is expected to identify possible end-users such as suppliers of consumer goods that deal with housewares and single-use products such as ice-cream sticks, skewers, straws, etc.

Furthermore, the partner should also be able to support the Japanese company by establishing contacts with these possible end-users, the negotiations that ensue, and necessary follow-up. The partnership should be in the form of a distribution services agreement.

Type and Size of Partner Sought

SME 11-50,251-500,SME 51-250,>500

Type of Partnership Considered

Distribution services agreement

Attachments



Cutlery

Products

Ref: BOJP20211022001



Bamboo toothbrush



Bamboo straws



Green bamboo toothbrush