

Properties

Title:

A Japanese company manufacturing luxury disposable baby diapers is looking for EU distributors and agents

-Business profile

-OFFER from Japan, reference: BOJP20180611001, valid from 12-06-2018 until 14-06-2019

Created:

14 juni 2018

Updated:

14 juni 2018

General information

Reference:

BOJP20180611001

Profile type

BCD offer

Country of origin:

Japan

Deleted

Nee

Status:

Update

Start date:

12 juni 2018

End date:

14 juni 2019

Business profile

Description:

A Japanese manufacturer of high quality disposable baby diapers, which has been active in pulp and paper industry for over 140 years, is looking for EU sales agents and distributors to accelerate the expansion of their diaper business in European markets.

Their baby diaper features the following four strengths and uniquenesses:

- Softness - ultrafine non-woven fabric

The company self-developed ultrafine non-woven fabric allows the product to achieve extra smoothness and

tender texture. The gentle texture, which is in contact with the baby's sensitive skin, prevents from skin rash and offers maximum comfort.

- Breathability - 3D embossed top-sheet

The company's original 3D embossing allows air and heat to be dissipated very easily, thus it enhances the breathability of the diaper, prevents from skin rash and increases the level of the comfort.

- Absorbency - channel-structured absorbent core

Two channels in the absorbent core provide protection from leakage and improve the diffusion capability of urine throughout the core.

- Comfortable fit - wholly-applied backside elastic gather

The company's one-of-a-kind elastic gather improves its fitting and blocks leakage out of its backside.

In addition, the diapers comply with European market standards and bear the CE marking.

The company seeks affluent customers who value quality as the main target audience for their exclusive product. The company believes that there is potential for a luxury baby diaper market and aims for developing this market together with EU partners to stimulate potential demand.

Thus potential EU partners are expected to have access to quality baby and child products retailers and have networks with retail and e-commerce websites for high quality products. A distribution or commercial services agreement will be achieved with relevant partners.

Activity codes

Manufacture of household and sanitary goods and of toilet requisites

Languages

English

Preferred countries

Austria

Belgium

Bulgaria

Croatia

Cyprus

Czech Republic

Denmark

Estonia

Finland

France

Germany

Greece

Hungary

Ireland

Italy

Latvia

Lithuania

Luxembourg

Malta

- _ Netherlands
- _ Poland
- _ Portugal
- _ Romania
- _ Slovakia
- _ Slovenia
- _ Spain
- _ Sweden

Sector groups

- _ Healthcare

More information

Plus Value:

1) Quality Comparison

The company has conducted a quality comparison with another baby diaper in the market against their product and they obtained the following results.

The company's product are in average:

- 40% thinner
- 60% faster in absorbency (speed)
- 120% more absorbent (volume)
- resulting in 70% less leakage

In addition, the company's wholly applied self-developed ultrafine non-woven fabric results in unprecedented softness.

2) Environmental Friendliness

The company's three factories in Japan are certified by ISO14001, an international environmental management standard and they have been taking initiatives in reducing the external impact on the environment;

The company is also eco-friendly: it raised its recycling rate by separating waste; they have also implemented cutting edge technology for not only disposal system but also water treatment to aim for "zero emission" factory.

IPR Status:

EOI Status:

Yes

Experience:

The Company currently exports their products, which are baby diapers and luxury facial tissues, to mainly Asian countries and some other countries such as Russia.

Organisation

Type of organisation:

Since:

1873

Type and Size:

Industry 500

Transnational

Ja

Turnover:

500M

Collaboration

Technical Specification or Expertise Sought:

The company expects that the potential partners possess the know-how and considerable experiences to deal with consumer products and have an affinity with the company's products such as luxury baby products and daily goods.

Furthermore, the potential partners will not only be able to sell products but also will be able to plan and implement marketing plans and set the marketing targets for sales under the company's scope. ppSME 11-50, SME 10,251-500, SME 51-250p

Partnerships

- _ Distribution services agreement
- _ Commercial agency agreement

Uitgevoerd door:



In opdracht van:



Ministerie van Economische Zaken



Ministerie van Buitenlandse Zaken

