

Press Release

To the press and whom it may concern

Dec. 2017

Kobe Match Co., Ltd.

Exhibiting for the 3rd time at the MAISON & OBJET in 2018

With a special gift packaging newly added to the product line-up



hibi as a gift for a special day

<http://hibi-jp.com/en/>

Kobe Match Co., Ltd. (Representative Director: Masafumi Sagayama) will be exhibiting its *hibi* brand, the original incense requiring no lighting device, at the MAISON & OBJET in 2018 (France). Fusing traditional Japanese manufacturing technique of incense and that of matches with a modern concept, *hibi* has attracted a wide attention from buyers across various countries through the past two exhibitions, and it is currently sold in Japan as well as overseas in about 20 countries. A new addition to the product line to be presented this time is a special gift packaging format which is perfect for seasonal gift-giving occasions such as St. Valentine's Day, Mother's Day and Christmas. Three different scents are specially selected, and colours of box and ribbon are well coordinated to fit each occasion. We will also be

exhibiting wooden display trays, specially designed for the *hibi* brand as product presentation means at the point of sale, in addition to distributing marketing materials telling a story behind the birth of *hibi*.



New! Christmas limited

(Lavender / Ylang ylang / Yuzu / a mat)



New! St.Valentine's day limited

(Lemongrass / Geranium / Tea tree / a mat)



New! Mother's day limited

(Japanese cypress / sandalwood / cinnamon / a mat)



Regular box – Regular fragrances -



Large box – Regular fragrances -



Regular box –Japanese fragrances -



Large box – Japanese fragrances -



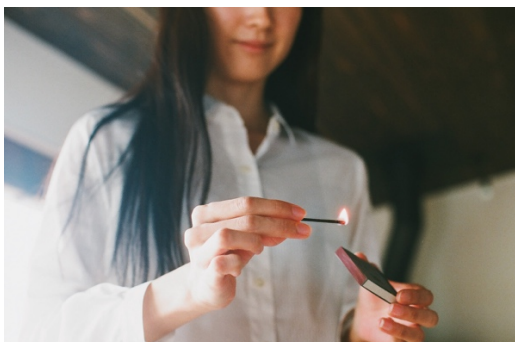
A gift box with an assortment of 5 fragrances & 3 fragrances



<http://hibi-jp.com/en/product.php>

hibi style

Light up a hibi



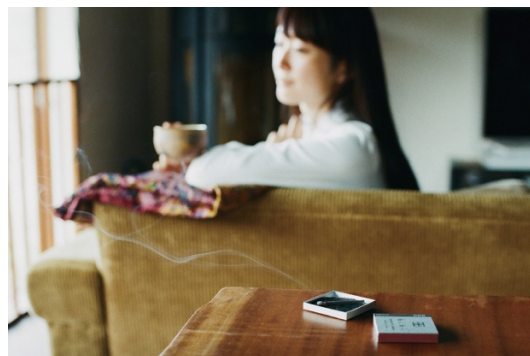
Let the flame go out gently



place it on a designated mat



Enjoy the fragrance



<http://hibi-jp.com/en/>

■ "hibi" brand summary

~ A new way of enjoying incense, born from the encounter of two traditional industries of the Hyogo Prefecture ~

Kobe Match Co., Ltd. with a long history of match manufacturing based in Harima of the Hyogo Prefecture and *Daihatsu Co., Ltd.*, a long-established company which continuously manufactures innovative products in Awaji Island, a major manufacturing center of incense, met, developed products for a period of about 3 years and commercialized the brand in April 2015. Its unique concept of "lighting incense as if striking matches" is supported by a high degree of technical know-how ensuring both the solidness, preventing the sticks from breaking when striking, and the burnability.

■ Our thoughts put into the “hibi” brand

The brand name “hibi” means “day to day” in Japanese. We named it, hoping that the product will be kept by one’s side and enjoyed freely every day according to one’s mood and occasion. The product logo is formed by doubling a Chinese ideogram signifying “day,” expressing a basic product concept that is stylish and simple without flamboyance. We aim to make the “hibi” brand a synonym for incense and widely accepted by consumers in Japan and overseas.

■ Contact us


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