

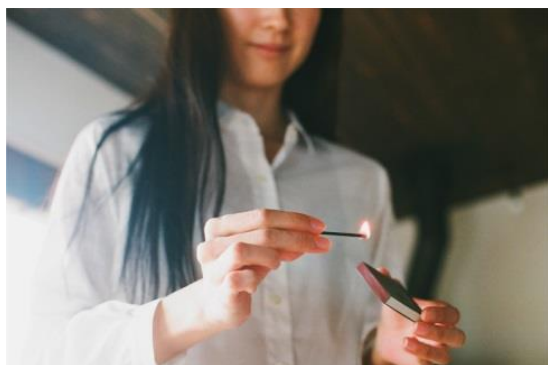
Press Release

To the press and whom it may concern

January 2017
Kobe Match Co., Ltd.

“hibi 10 MINUTES AROMA”

Inovated incense x Matches



Light up a hibi



Enjoy the fragrance

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

Coming back to the MAISON & OBJET 2017 with an expanded product line

Hall 6 / BELOVED / Stand No. P47

Kobe Match Co., Ltd. (Representative Director: Masafumi Sagayama) has expanded its *hibi* product line, the original incense series requiring no lighting device, and will be exhibiting the products for the 2nd time at the MAISON & OBJET (France) in 2017. *hibi* has attracted a wide attention since the product debut, thanks to its style of fusing traditional Japanese manufacturing technique of incense and that of matches with a modern concept, and today it is well appreciated not only in Japan but also in 12 other countries. New products to be exhibited for the first time include *Yuzu*, a winter limited edition introduced in December 2016, assorted gift format of *Japanese fragrance series* with 3 varieties (Japanese cypress, sandalwood, cinnamon) that are very popular in Europe, and the *series'* large box format of 30 incense sticks. As product presentation means at point of sales, we will also be exhibiting wooden display trays specially made for *hibi* products and distributing a marketing material telling a story behind the birth of *hibi* brand.

■ **Yuzu, a refreshing citrus aroma diffusing crisp fragrances under the wintry sky, on winter limited sale**

Ideal for warming and relaxing the mind and body numb with cold.



Regular box
(8sticks / with an exclusive mat)



Large box
(30sticks / with an exclusive mat)

■ **Japanese fragrances series (Japanese cypress / Sandalwood / Cinnamon)**



Larger box
(30 sticks / with an exclusive mat)



A gift box with an assortment of 3 fragrances.
(8sticks × 3 fragrances / with an exclusive mat)

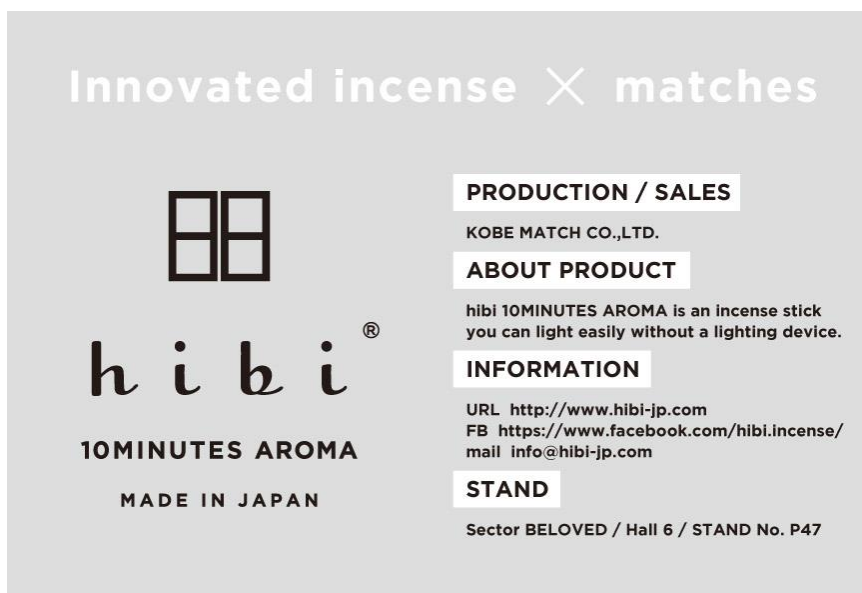
■ **"hibi" brand summary**

~ 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 2014. 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.



Innovated incense × matches

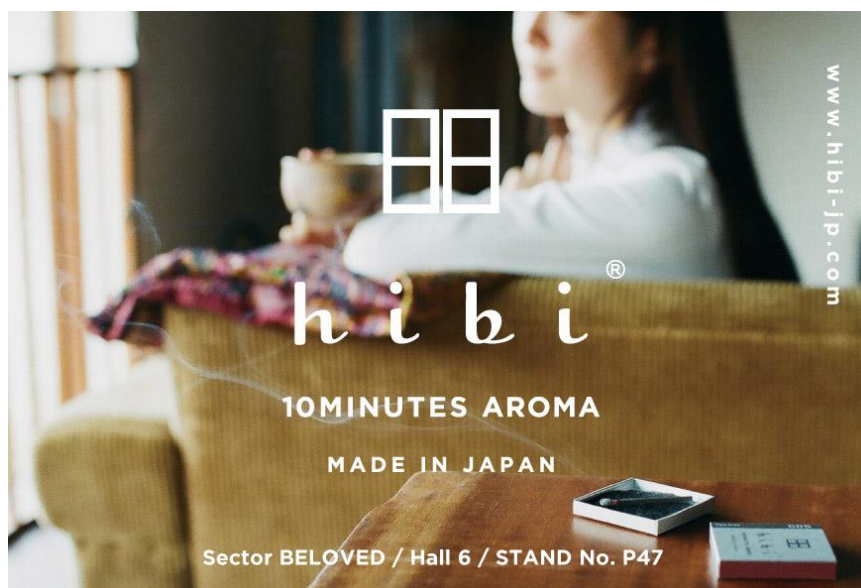

hibi[®]
10MINUTES AROMA
MADE IN JAPAN


PRODUCTION / SALES
KOBE MATCH CO.,LTD.

ABOUT PRODUCT
hibi 10MINUTES AROMA is an incense stick you can light easily without a lighting device.

INFORMATION
URL <http://www.hibi-jp.com>
FB <https://www.facebook.com/hibi.incense/>
mail info@hibi-jp.com

STAND
Sector BELOVED / Hall 6 / STAND No. P47




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