

Press Release

To the press and whom it may concern

July 2016

Kobe Match Co., Ltd.

**Launching *Japanese fragrance series* with three fragrances  
and a summer limited edition *Citronella* to “hibi 10 MINUTES AROMA,”  
a new style of incense requiring no lighting device**



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

Kobe Match Co., Ltd. (located in Taishi-cho, Ibo-gun, Hyogo Prefecture, and headed by Representative Director, Masafumi Sagayama) launched in June 2016, *Japanese fragrance series* with three fragrances (Japanese cypress, sandalwood, cinnamon) as a new product line, along with a summer limited edition *Citronella* to the original series “hibi 10 MINUTES AROMA” (hereafter referred to as “hibi”) currently sold in 13 countries overseas.

The launch of *Japanese fragrance series* was decided after its prototypes had been presented and greatly appreciated at the “Maison & Objet” (Paris, France), Europe’s largest interior & design exhibition, in January 2016. With its sophisticated quality and ease of use, “hibi” proposes a life style of enjoying incense not only to domestic consumers but also widely to consumers overseas.

■ ***Japanese fragrance series* that attracted wide attention at the “Maison & Objet”**

During the “Maison & Objet” exhibition held in January 2016, more than 150 buyers from over 20 countries stopped by our booth for a business negotiation, resulting in deals concluded for 13 countries, including the one with a trendsetting select shop “Colette” in Paris. It was the *Japanese fragrance series* that attracted a lot of buyers and received requests for commercialization. Not only the quality of fragrances undoubtedly, but also the ease of use requiring no lighting device and the product concept fusing Japanese tradition and contemporary design, proved wide acceptance also overseas.

Reguler box ( 8sticks / with exclusive mat )



Japanes cypress



Sandalwood



Cinnamon

A gift box with an assortment of 3 Japanese fragrances



■ **Citronella, a fragrance of fresh citrus green, on summer limited sale**

A fragrance of a fresh citrus green note, also known for its insect-repellent effect. It is most suitable for revitalizing the air of your living space to refresh your mind.



Regular box  
( 8sticks / with exclusive mat )



Large box  
( 30sticks / with 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.

## ■ Contact us

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