



PRESS KIT

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TombowUSA.com



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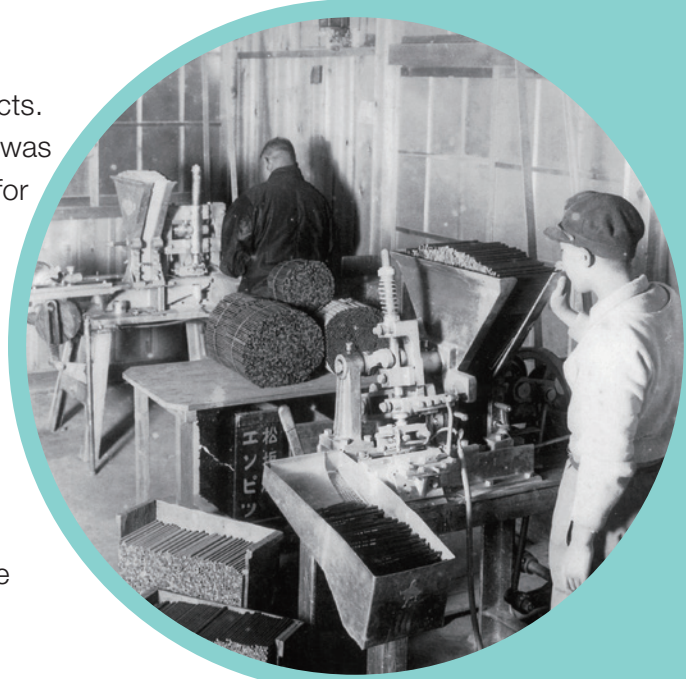
Product Distribution & PR Features



ABOUT TOMBOW

Tombow is today's market leader for art, crafts and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as the wood-case pencil provider for Japanese students. Since these beginnings we have upheld a history of unparalleled customer service.

Tombow has grown the company's portfolio to a worldwide provider of art markers, liquid glue and adhesive tape, fine writing pens, correction tape, drawing pencils, colored pencils and erasers manufactured in facilities located in Japan, Southeast Asia and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information, visit TombowUSA.com.

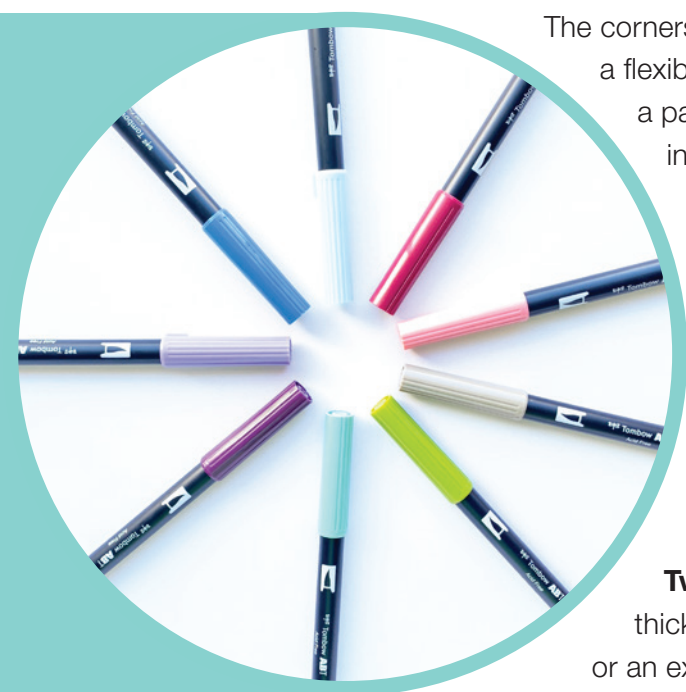


- 4 wholly owned sales companies
- 4 wholly owned manufacturing companies



 Tombow

MARKERS & BRUSH PENS



The cornerstone of Tombow's art line is the **Dual Brush Pen**, which features a flexible brush tip and fine tip in one marker. The brush tip is similar to a paintbrush, creating fine, medium or bold strokes with a change in brush pressure. The fine tip creates consistent fine lines. In late 2018, Tombow released 12 new Dual Brush Pen colors for the first time in 29 years, expanding the full line to 108 colors, including a Colorless Blender Pen.

Also incredibly popular with artists is Tombow's **Fudenosuke Brush Pen**, which became available in colors in late 2018. Fudenosuke Brush Pens feature firm, yet flexible tips that allow easy transition from thick to thin lines by changing pen pressure.

TwinTone Dual-Tip Markers are double-sided markers that create thick or thin lines with two tip choices – a broad bullet tip for bold lines or an extra-fine tip for detailed, precise lines. They are perfect for color-coding and decorating planners, journals and notebooks. The water-based ink does not bleed through most papers and tips maintain their shape after use.





 Tombow

DRAWING PENS & HIGHLIGHTERS

Tombow **MONO Drawing Pens** feature water-based pigment ink that produce smooth, skip-free drawing and writing with no smudging. Durable nibs withstand firm pressure without bending tips, ensuring steady ink flow.

These pens are great for use with colored art markers and colored pencils, producing excellent results when used on drawing, marker, watercolor and mixed media papers. They are ideal for illustrations, technical drawings, manga, anime, lettering and journaling. Create precise, detailed drawings with three tip sizes – 01, 03 and 05.

Our **MONO Edge Highlighters** have dual-tips for multiple uses – highlight large areas with the broad chisel tip and take quick notes or easily underline words with the extra-fine bullet tip. Their unique design with protective plastic sleeve helps maintain the shape of the tips even when using metal rulers or stencils. The vibrant colors are perfect for color-coding and decorating planners, journals, notebooks and study guides. And the fast-drying ink doesn't smear or bleed through most papers!





 Tombow

PENCILS & ERASERS



Originally released in 1988, **Irojiten Colored Pencils** are artist quality wax-based colored pencils. The artist who knows and appreciates the difference between orange-red, red-orange and every derivation in between will benefit from these top quality products. The sets – Rainforest, Seascape and Woodland – include 30 pencils each, packaged into 10-pencil book-style volumes providing pale, vivid and deep levels of color intensity. Sets of Primary, Soft Primary, Fluorescent, Grayscale and Sepia offer a more compact selection of five-pencil offerings, ranging from dazzling fluorescents to soft undertones to the most versatile shades of gray.

Tombow **MONO Drawing Pencils** are professional quality drawing pencils that range in degree from 6B - 4H. Tombow pencils are hand crafted with the highest quality materials. Extra-refined, high density graphite is encased in premium hard cedar wood and a perfectly centered lead core is adhered throughout the entire woodcase, making the pencil break resistant and ensuring even sharpening every time.

There are 23 eraser products in Tombow's portfolio, including the one and only **MONO Sand Eraser** and consumer favorite, the original **MONO Zero Erasers**.





 Tombow

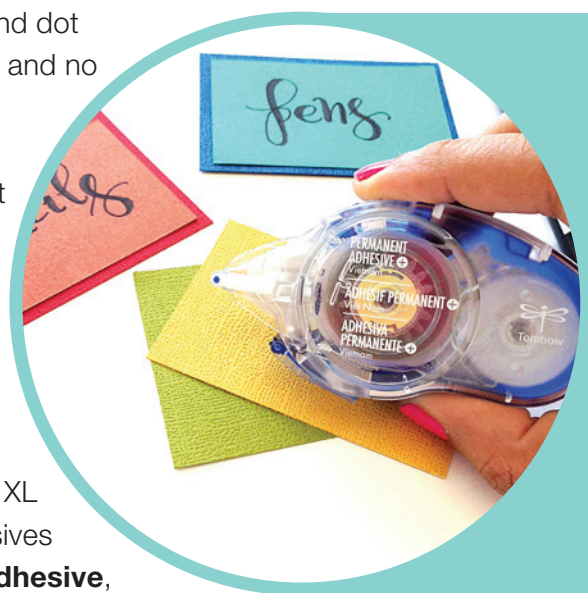
ADHESIVES & GLUES

Tombow's adhesive tape runners are available in permanent, removable and dot pattern options. Each applies clean, wrinkle-free application with no mess and no drying time.

Our **MONO Adhesive+ Permanent** tape runner features a unique Instant Start Sytem that advances adhesive to the very tip of the applicator after every use, ensuring a quick grab and instant start exactly where you aim! This is the perfect adhesive for corners and edges, making it a fan favorite among cardmakers.

Tombow liquid glues include our dual tip applicator glues – **MONO Aqua Liquid Glue** and **MONO Multi Liquid Glue**, which is now available in an XL size – as well as the **MONO Glue Pen**. The Tombow Xtreme line of adhesives features our high performance adhesive tape runner, **Tombow Xtreme Adhesive**, along with **Tombow Xtreme Mounting Putty**.

Our specialty adhesives include our **Foam Tabs**, **Foam Tape** and **Adhesive Dots**.





 Tombow

CORRECTION TAPE



Our newest correction tape, the **MONO Air Correction Tape**, is the first ever correction tape using flexible resistance. The Airtouch Technology and improved tape adhesive allows users to easily apply correction tape even with the lightest touch. The MONO Air Correction Tape features a pivoting head and unique tape lock system that automatically stops tape and provides smooth, skip-free application.

Our **MONO Original Correction Tape** is the original single line correction tape in a compact side applicator. This easy-to-use correction tape gives precise application to make instant corrections. It is manufactured with a minimum 56% post-consumer content. The **MONO Retro Correction Tape** is the same great correction tape and design as the MONO Original Correction Tape, available in four vibrant applicator colors.

And for people who need to make corrections on-the-go, the **MONO Mini Correction Tape's** compact size is perfect for backpacks, planners, etc. Manufactured with a minimum 56% post-consumer content, the MONO Mini Correction Tape is a single line correction tape in a transparent applicator that pinpoints and corrects mistakes quickly, cleanly, and completely.





FINE PENS

Tombow fine writing pens make sure you look good on paper. Our selection of fine pens has been created to meet the expanding demand of today's on-the-go professionals.

The simple yet beautiful **Zoom L105 Ballpoint Pen** has the feeling of luxury at an affordable price. It features slim, tapered design with a moderate weight for a well-balanced writing instrument that is comfortable for everyday writing. This professionally styled pen has a luxurious finish and classic polished chrome clip.

The **Limited Edition Centennial Ultra Rollerball Pen** commemorates Tombow's 100th anniversary with its exquisite anodized brush aluminum barrel. This uniquely designed writing instrument is unlike any other Tombow pen and is available in three collector's colors – silver, bronze and red.

Our **Ultra Rollerball Pen** has been awarded numerous international design awards for high quality and design. It combines anodized and enamel finishes with contemporary design and function, and the soft comfort grip delivers the ultimate writing experience.

Tombow's **AirPress Ballpoint Pen** is the ideal writing instrument for active people. Featuring patented pressurized technology, this pen allows users to write in unusual situations such as writing overhead, in dusty locations or on wet paper. One click pressurizes the refill for 492 feet of writing overhead.





OUR EXPERTS

Whether you're writing about art, crafts, stationery, or anything in between, Tombow has an expert you can chat with for your article or blog post. With over 100 years of experience in the art and craft manufacturing industry, Tombow is well positioned to provide authoritative insights on all aspects of the industry. We've included brief bios of some of our experts here.

In addition to our in-house experts, we also work with dozens of art and craft social media influencers through our Design Team and Brand Ambassador programs, all of whom we would also be happy to connect you with for industry and trend insights.

Schedule an interview with any of our experts by emailing Brittany Luiz at bluiz@tombowusa.com.



JEFFERY HINN

Corporate Officer / President and Chief Executive Officer

Have a question about our business as a whole? Jeffery Hinn has 30+ years of extensive sales and marketing experience and has spent the past 9 years serving as President and Chief Executive officer of American Tombow. His well-honed business development skills have enabled American Tombow to achieve a place of prominence in the competitive fine arts, crafts and office product marketplace.



KIMIHITO TANAKA

Executive Vice President

Want to know more about our company's Japanese history? Kimihito Tanaka began his career with Tombow in Tokyo in 1999, leading the sales team through dynamic sales promotions. He has worked for American Tombow in the United States since 2012, where he now manages compliance regulations and communications support services for the international firm.



CATHY DANIEL

Director of Marketing

Interested in how Tombow markets our products and keeps up with current trends in the art and craft space? Cathy Daniel has 25+ years of experience with American Tombow, essentially making art and craft products part of her DNA. She utilizes her expertise of the Tombow portfolio to market current products in the Tombow line as well as develop new products based on consumer demand and market research.



GREG DILAURA

Director of Sales – North America

Have a question about our sales? Greg DiLaura has 15+ years of experience in the art and craft industry, and has led our North American Sales Team since 2013. He has a proven ability to drive growth within our sales channels and boldly improve sales in any market.



BRITTANY GRAHAM

Director of eCommerce

Want to learn more about eCommerce at Tombow? Brittany Graham joined the Tombow team in 2010 and has held several positions at the company in the sales and marketing departments prior to becoming the Director of eCommerce. She has a passion for researching trends in eCommerce technology and contributes to defining and setting the strategic direction, vision, and business plan of our eCommerce initiatives.



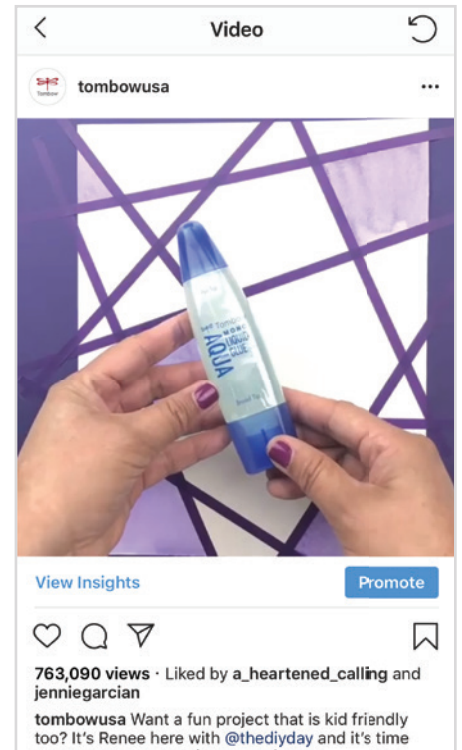
OUR EDUCATION

DESIGN TEAM

Tombow's product education efforts are centered around our Design Team, which consists of 8 paid consultants who create projects for our blog and social media accounts. These individuals have been strategically selected to cover a wide range of craft trends and techniques so that Tombow fans can see a variety of ways to use our products.

Our Design Team includes artists/crafters who are highly skilled in the areas of handlettering, art/illustration, papercrafting, planning/journaling, scrapbooking and mixed media. They are experts in their fields and are able to show a multitude of ways to use our products in order to educate and entertain our audience.

Email Brittany Luiz at bluiz@tombowusa.com to schedule an interview.



JENNIE GARCIA

- Papercrafting
- Planning
- Handlettering



ADRIENNE CASTLETON

- Handlettering
- Journaling
- Art/Illustration



DANI MANNING

- Planning
- Papercrafting
- Journaling



SMITHA KATTI

- Art/Illustration
- Coloring
- Papercrafting



KATIE SMITH

- Art/Illustration
- Journaling
- Mixed Media



JESSICA MACK

- Art/Illustration
- Fashion Design
- Papercrafting



GRACE MYHRE

- Art/Illustration
- Handlettering
- Papercrafting



MANDY FAUCHER

- Handlettering
- Journaling
- Papercrafting



OUR INFLUENCE

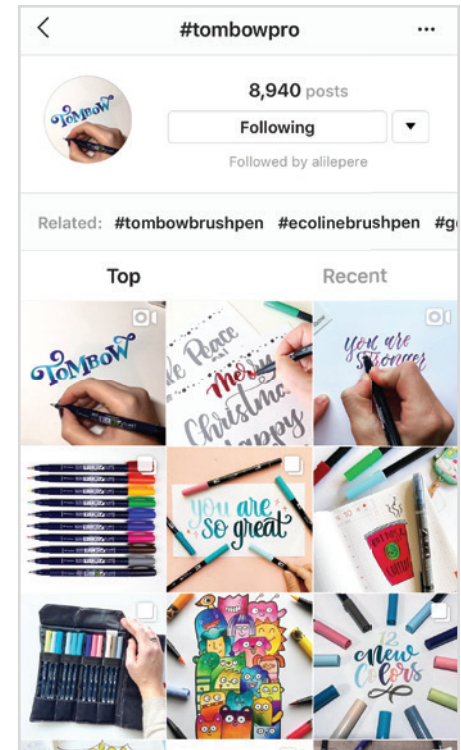
BRAND AMBASSADOR PROGRAM

Our Brand Ambassador Program consists of 50+ social media influencers with a combined reach of 3.5 million+ who create brand awareness through the use of social media. Ambassadors range from hobbyists to professional artists.

These individuals are long-time users of Tombow products who believe in the quality of our brand and want to share the Tombow love with their followers. They do this by using Tombow products in a wide range of mediums after receiving in-depth educational product training from our team.

Our Brand Ambassadors are highly skilled in the areas of handlettering, art/illustration, and planning/journaling. They have written books, taught classes, demonstrated our products at events, and even appeared on national television using our products.

Email Brittany Luiz at bluiz@tombowusa.com to schedule an interview.



50+ AMBASSADORS



20+ STATES/PROVINCES



3.5 MILLION+ COMBINED TOTAL
SOCIAL MEDIA FOLLOWERS



 **Tombow**

DISTRIBUTED AT

 **A.C. MOORE**

amazon



BARNES & NOBLE

BINDERS
ART SUPPLIES AND FRAMES

 **BLICK**
art materials

blitsy

HOBBY LOBBY
Super Savings, Super Selection!™

JOANN

Michaels
Where Creativity Happens®

PAPER SOURCE

STAPLES

Tombow products are distributed in-stores and online throughout the United States and Canada. If you'd like to stock our products in your store or on your website, please send an email to info@tombowusa.com.



 Tombow

FEATURED ON/IN

Artists
ARTISTSNETWORK.COM Magazine

BRIT+CO

BuzzFeed

**CLOTH·PAPER
SCISSORS** explore
mixed media

**COLORED
PENCIL** magazine

CREATIVE
SCRAPBOOKER
MAGAZINE

DAILY NEWS

**GMA
DAY**

HouseBeautiful



Living MARTHA STEWART

RAGAN'S
PR Daily


REFINERY29

 **SMASHING
MAGAZINE**

**THE
STRATEGIST**

Sunset

