



 Tombow

# PRESS KIT

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[TombowUSA.com](http://TombowUSA.com)



# CONTENTS

## PAGE 3

.....

About Tombow

## PAGES 4-10

.....

Tombow Products

## PAGE 11

.....

Tapping Into Trends

## PAGES 12-13

.....

Tombow Experts

## PAGES 14-15

.....

Our Education & Influence

## PAGES 16-17

.....

Product Distribution & PR Features



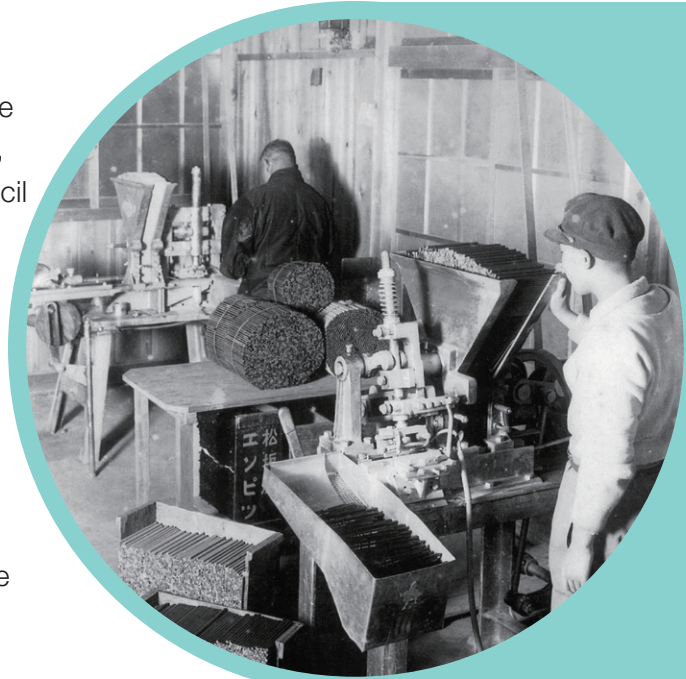




# ABOUT TOMBOW

Tombow is today's market leader for art, crafts, school and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as a 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 and Southeast Asian countries. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information, visit [TombowUSA.com](http://TombowUSA.com).



- 4 wholly owned sales companies
- 5 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 water-based art 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. The full line features 108 colors, including a Colorless Blender Pen.

Our newest art marker is the **ABT PRO Alcohol-Based Marker**. This permanent dual-tipped marker features a flexible brush tip and chisel tip in one. Similar in design to our flagship Dual Brush Pen, the ABT PRO features a slender barrel for a natural, comfortable grip during use and is ideal for artists, designers and crafters.

Also incredibly popular with artists is Tombow's **Fudenosuke Brush Pen**, which is available in a range of vibrant colors – including neon inks. Fudenosuke Brush Pens feature firm, yet flexible tips that allow easy transition from thick to thin lines by changing pen pressure.







# MARKERS & ACCESSORIES

**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. Available in 36 unique colors, 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.

In 2019, we introduced our **Water Brush** to allow artists to easily use our water-based Dual Brush Pens to create watercolor art. Our Water Brush is available in three tip styles – small round, medium round, and flat.

Another popular accessory item is the **Tombow Marker Storage Case**, which features 108 slots that can store and organize various Tombow products. The easy-to-use accordion style base can be unfolded for desk use, and the snap-on lid features a carrying handle for maximum portability.







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# 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 six tip sizes – 01, 02, 03, 04, 05 and 08.

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!







# PENCILS & ERASERS

Our **Irojiten Colored Pencils** are beautifully crafted artist quality wax-based colored pencils with soft lead that produces rich, creamy texture and smooth, even blending. Sets of 30 come packaged in unique book-style volumes providing pale, vivid and deep levels of color intensity. With 90 colors available, artists enjoy using these colored pencils to easily layer their colors without waxy build-up.

Tombow **MONO Drawing Pencils** are available in degrees ranging from 6B to 4H. These professional quality drawing pencils are hand crafted with the highest quality materials. Extra-refined, high density graphite is encased in premium hard cedar wood. The 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 block-style erasers and pen-style erasers. The **MONO Zero** pen-style eraser is a fan favorite among artists, and the **MONO Sand Eraser** is also especially popular due to its ability to erase ink and colored pencil marks in addition to graphite.







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# 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.

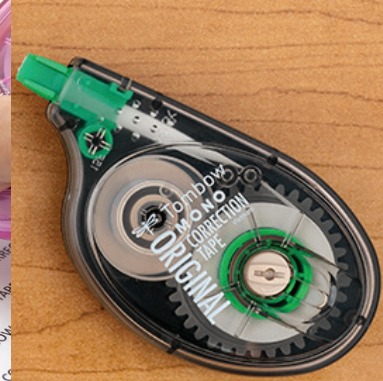
Our **MONO Adhesive+ Permanent** tape runner features a unique Instant Start System that advances adhesive to the very tip of the applicator after every use, ensuring a quick grab and instant start exactly where you aim! This is the perfect adhesive for corners and edges, making it a fan favorite among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

Tombow liquid glues include our dual tip applicator glues – **MONO Aqua Liquid Glue** and **MONO Multi Liquid Glue**, which is also 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**.







# 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.

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. The MONO Mini Correction Tape is a single line correction tape in a transparent applicator that pinpoints and corrects mistakes quickly, cleanly, and completely.





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## 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.

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.







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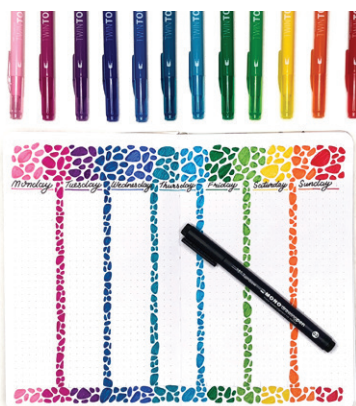
# TAPPING INTO TRENDS

Over the years, we have discovered that the best way to connect with the consumer is to showcase how our products can be used in conjunction with current trends. As you can see below, Tombow products easily fit into today's most popular art and craft trends, making them a top choice for consumers.

## HAND LETTERING



## PLANNING / JOURNALING / NOTES



## WATERCOLOR



## ART JOURNALING



## LINE DRAWING



## PORTRAIT ILLUSTRATION





## 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](mailto: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.

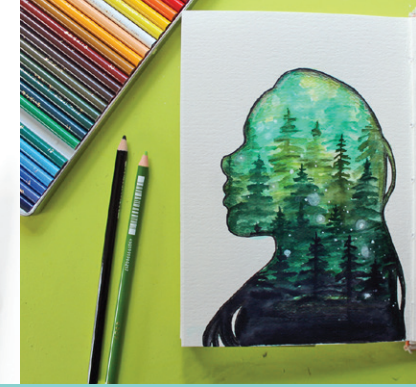


### MIKI HOMMA

Executive Vice President

Want to know more about our company's Japanese history? Miki Homma began her career with Tombow in Tokyo in 1993, where she worked in human resources, purchasing and international sales management. She has worked for American Tombow in the United States since 2020, where she now manages compliance regulations and communications support services for the international firm.





## OUR EXPERTS



### CATHY DANIEL

Chief Marketing Director

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.



### 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.



### BRITTANY LUIZ

Marketing Manager

Want to learn more about our consumer engagement? Brittany Luiz is an expert in social media marketing and is responsible for building the brand voice that has come to be associated with Tombow on social media. She works closely with our social influencers and is tuned in to our consumer engagement efforts both online and in person.



# OUR EDUCATION

## DESIGN TEAM

Tombow's product education efforts are centered around our Design Team, which consists of 10 paid consultants who create projects for our blog and social media accounts. We strategically select our team to cover a wide range of craft trends and techniques so 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](mailto:bluiz@tombowusa.com) to schedule an interview.

ADRIENNE CASTLETON



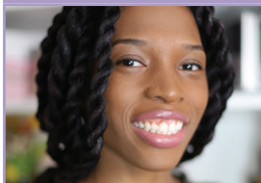
- Hand lettering
- Journaling
- Art/Illustration

ALI LEPERE



- Hand lettering
- Art/Illustration
- Watercolor

DANIELLE WEBB



- Crafts & DIY
- Hand lettering
- Art/Illustration

JENNIE GARCIA



- Paper crafting
- Memory keeping
- Hand lettering

JESSICA MACK



- Art/Illustration
- Fashion design
- Watercolor

KATIE SMITH



- Art/Illustration
- Art journaling
- Mixed media

LIZ CALL



- Paper crafting
- Hand lettering
- DIY & Decor

MANDY FAUCHER



- Hand lettering
- Art/Illustration
- Paper crafting

MARCELLA ASTORE



- Hand lettering
- Art/Illustration
- Paper crafting

SMITHA KATTI



- Art/Illustration
- Watercolor
- Hand lettering





# OUR INFLUENCE

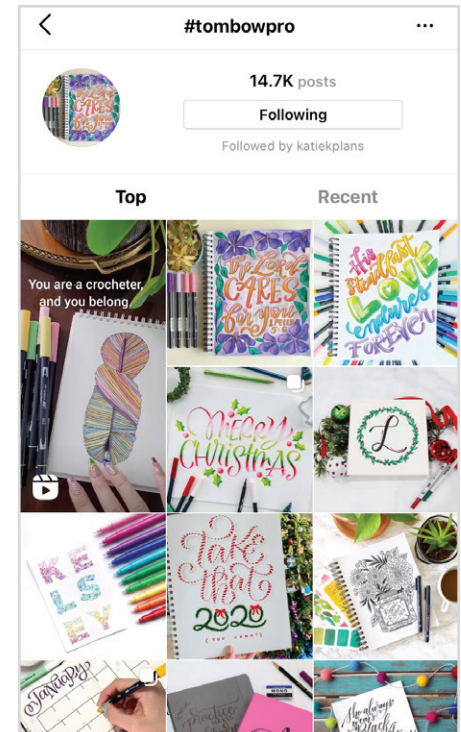
## BRAND AMBASSADOR PROGRAM

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](mailto:bluiz@tombowusa.com) to schedule an interview.



50+ AMBASSADORS



20+ STATES/PROVINCES



3.5 MILLION+ COMBINED TOTAL  
SOCIAL MEDIA FOLLOWERS



 **Tombow**

## DISTRIBUTED AT



**BARNES & NOBLE**



**JOANN**



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](mailto:info@tombowusa.com).





 Tombow

## FEATURED ON/IN





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