



FOR IMMEDIATE RELEASE

**Tombow Expands Fudenosuke Brush Pen Line
With Six New Neon Colors**

ATLANTA – Just one year after introducing color to Tombow’s widely popular Fudenosuke Brush Pen, the iconic pen is now also available in six neon colors.

On September 27, 2019 Tombow released the new Fudenosuke Neon, a six-pack of hard-tipped Fudenosuke Brush Pens in vibrant neon colors. Last year, the Fudenosuke became available in 10 colors following the previous assortment of just black and gray ink options.

“As soon as the Fudenosuke Colors hit the market, our fans were already asking for more, so we immediately got to work on the Fudenosuke Neon,” said Director of Marketing Cathy Daniel. “We’re excited about this color palette because our fans crave bright colors and we believe this is something they’ve never seen in the marketplace before.”

First introduced in 2001, the Fudenosuke Brush Pen has quickly become a fan favorite among artists. With its small, firm yet flexible brush tip, users can achieve thick or thin lines just by changing the amount of pressure applied when creating strokes.

The Fudenosuke Brush Pen was developed in Japan to provide an easier and more portable way to write the Japanese calligraphy characters such as Kanji. The name Fudenosuke translates in English as a “brush that helps” calligraphy strokes.

The Fudenosuke Neon is now available for purchase in a six-pack and individually at TombowUSA.com.

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About Tombow

Tombow is today’s market leader for arts, crafts and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as a wood-case pencil provider. 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, Vietnam and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information visit www.TombowUSA.com.

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