

Press Release

A towel that stays soft even when laundered every day

The “Hyakusen Menka” towel



Features

○ Stays soft through the use of uniquely developed yarn

We have developed a unique yarn that neither becomes stiff nor twisted even when laundered. This yarn has been woven into towels that continue to stay soft even when laundered repeatedly.

○ Special RX processing minimizes the dropping of fluff and prevents stiffening of the towel

RX processing is a processing technology for removing dirt from fibers without damaging them, through the use of the environmentally-friendly TZ scouring and bleaching method, and then immobilizing a unique silicon elastomer onto the fibers through a special process. This has the effect of keeping the fibers from dropping fluff, as well as preventing the weakening of water-absorbency properties and color loss from the dyes. This processing method offers a high level of safety as it is non-petroleum based and formalin (formaldehyde)-free.

Comparison of damage to the fibers



Conventional method
(scouring and bleaching)



TZ acidic enzyme method
(scouring and bleaching)
Image source:
KB Tsuzuki K.K.

*RX processing and TX scouring and bleaching are proprietary processing technologies of KB Tsuzuki K.K.

Specifications

Material: Hotel type/Waffle pile, 100% cotton for both

Colors: Cream, orange, brown

Production site: Made in Japan (Imabari)

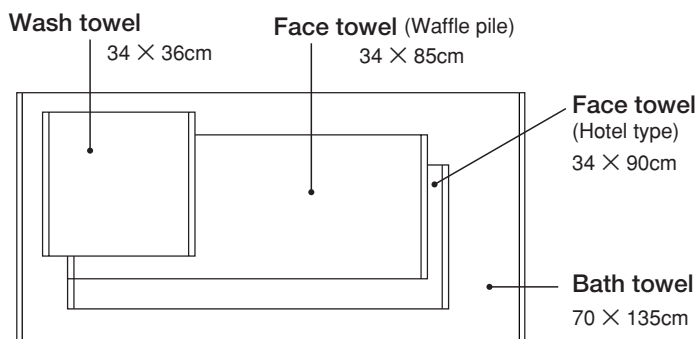


Does not stiffen even in regions with hard water, such as in Europe.

Two types of textiles to cater to different preferences.

Comfortable on the skin, and comes in three elegant colors.

Size/Weight



Price

	Wash towel		Face towel		Bath towel	
	Excluding tax(yen)	Including tax(yen)	Excluding tax(yen)	Including tax(yen)	Excluding tax(yen)	Including tax(yen)
Hotel type	500	540	1,000	1,080	3,000	3,240
Waffle pile	400	432	800	864	2,500	2,700

Company profile

Company name	Maruyamatowel Corporation	Industry	Towel manufacturing, towel and T-shirt printing and processing
CEO	Kaname Maruyama	Products	Bath towels, face towels, wash towels, towel scarf, sports towel, bag, sewn fashion accessory products, etc.
Location of head office	1-48 Higashitoriu-cho 3-chome, Imabari City, Ehime Prefecture Tel: 0898-23-0403	Equipment	[16 towel looms] 6 Toyota Sulzer looms, 2 rapier looms, 8 Toyota air jet looms (all units with fully suspended Jacquard specifications), yarn twisting equipment, sewing machines, silk screen printing equipment, plate-making equipment, post-dyeing finishing equipment, sublimation transfer printing equipment, needle detectors, automatic dryers, etc.
Founded	December 1966	Customers	Wholesale towel stores, department stores, advertising agencies, and other companies across Japan
Established	11 April 1984	Main banks	Iyo Bank (Nakahama Branch), Ehime Bank (Imabari Branch)
Capital	95.7 million yen		
No. of employees	52		

Inquiries

Maruyamatowel Corporation, Tokyo Sales Office
Tel: 03-5823-4466

10:00 ~ 17:00 (closed on weekends and national holidays)

1F MAKE IT Building, 3-6 Kanda-Sakumacho, Chiyoda-ku, Tokyo, 101-0025

Fax: 03-5823-4467

E-mail: ms-factory@maruyamatowel.co.jp