

Press Release

Silk amino processing from cocoons produced in Tomioka × Towels made in Imabari

The “Kinuwata Bijin” towel



Features

○ Strong moisturizing effect

Silk amino acid extracted from the cocoon contains moisturizing ingredients that protect the skin from dryness. In experiments where cream made from ingredients that are similar to silk amino processing were applied to the skin, results showed that water content in the stratum corneum tended to increase without having an impact on the volume of transdermal water loss.

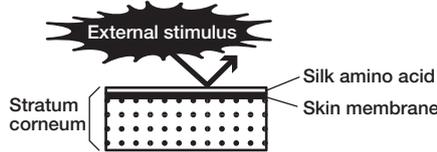
*Silk amino processing is a patented technology of ART JAPAN Co., Ltd.

What is silk amino processing?



○ Cuts out UV for whitening effect

The silk amino acid contains ingredients that protect the skin from ultraviolet rays. Since the skin is protected from external stimulus, melanin pigments do not collect in the skin, preventing spots and dullness, and helps whiten the skin.



○ Antibacterial and deodorizing effect

Chitosan processing has the effect of preventing the generation of invisible bacteria and suppressing bacteria growth. This helps to keep the towels clean.

Bacteriostatic activity value (measurement of the extent of bacteria growth)

| | Laundered 0 times | Laundered 10 times |
|--------------|-------------------|--------------------|
| Gauze fabric | 5.5 or higher | 3.6 |
| Pile fabric | 5.6 or higher | 4.5 |

Effective when the value is 2.0 or higher*

*Based on JIS L 1902:2008
Results of experiments conducted by the Japan Textile Products Quality and Technology Center

○ Four types of textiles to cater to different preferences

Ultra-soft towel (up-down weave) / Hotel type / Gauze pile / Waffle pile

○ Wide variation of colors that can be selected according to use

Ultra-soft towel: 1 type / Hotel type: 3 types / Gauze pile: 3 types / Waffle pile: 1 type

Specifications

Material: Ultra-soft towel / Hotel type / Gauze pile / Waffle pile, all 100% cotton

Colors: Ultra-soft towel: 1 type / Hotel type: 3 types / Gauze pile: 3 types / Waffle pile: 1 type

Production site: Made in Japan (Imabari)

Ultra-soft towel

Off-white



Hotel type

Yellow



Pink



Blue



Gauze pile

Grey



Orange



Blue



Waffle pile

Off-white



Size/Weight

Wash towel

| | |
|------------------|---------------|
| Ultra-soft towel | Hotel type |
| 34 × 36cm 46g | 34 × 36cm 55g |
| Gauze pile | Waffle pile |
| 34 × 36cm 42g | 34 × 36cm 46g |

Face towel

| | |
|------------------|----------------|
| Ultra-soft towel | Hotel type |
| 34 × 85cm 103g | 34 × 85cm 129g |
| Gauze pile | Waffle pile |
| 34 × 85cm 91g | 34 × 85cm 99g |

Bath towel

| |
|------------------|
| Ultra-soft towel |
| 70 × 140cm 366g |
| Gauze pile |
| 70 × 140cm 263g |
| Hotel type |
| 70 × 140cm 430g |
| Waffle pile |
| 70 × 140cm 316g |

Other items



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) |
| Ultra-soft towel | 500 | 540 | 1,000 | 1,080 | 3,000 | 3,240 |
| Hotel type | 500 | 540 | 1,000 | 1,080 | 3,000 | 3,240 |
| Gauze pile | 400 | 432 | 800 | 864 | 2,500 | 2,700 |
| 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 | | |
| Established | 11 April 1984 | | |
| Capital | 95.7 million yen | Customers | Wholesale towel stores, department stores, advertising agencies, and other companies across Japan |
| No. of employees | 52 | Main banks | Iyo Bank (Nakahama Branch), Ehime Bank (Imabari Branch) |

Inquiries

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