

A Japanese company engaged in the design and production of premium handcrafted stationery products seeks distribution or retail partners in the EU

Summary

Profile type

Business Offer

Company's country

Japan

POD reference

BOJP20250725008

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

- **Austria**
- **Belgium**
- **France**
- **Italy**
- **Spain**
- **Germany**
- **Luxembourg**
- **Sweden**

Contact Person

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Term of validity

25 Jul 2025
25 Jul 2026

Last update

25 Jul 2025

General Information

Short summary

A Japanese company specialized in premium handcrafted stationery reflecting Japanese culture and art is seeking distribution or retail partners to enlarge its presence in the EU after a successful experience in France. The company offers high-end notebooks and traditional Japanese wrapping cloths (furoshiki).

Full description

Established in the city of Kanazawa, one of Japan's main historical art and craft area, the company has established many partnerships with local artists to bring their sensibilities to life in everyday forms.

The product offering includes premium hand-bound notebooks made with Japanese washi paper and artistic cover

designs, as well as traditional Japanese wrapping cloths (furoshiki) used for gifting and everyday use.

Since 2023, ongoing business relationships have been established with approximately 10 stationery and gift retailers across France, and a local sales agency is in place to support market development and client communication.

The primary objective of the partnership is to expand distribution channels across some EU countries: Austria, Belgium, France, Germany, Italy, Luxembourg, Spain, Sweden, through commercial agreements with concept stores, museum shops, and curated retailers.

In addition, the company is open to OEM or supply partnerships for customized products, particularly in collaboration with cultural institutions, hotels, or corporate clients.

Product samples, English-language materials, and marketing assets are available to support prospective partners..

Advantages and innovations

The products offered by the Japanese company are positioned at the intersection of functionality and cultural craftsmanship, appealing to customers in the premium stationery and lifestyle markets.

The notebooks are bound using traditional Japanese thread-stitching techniques, allowing them to open completely flat and ensuring long-lasting durability even with frequent use. The covers are printed with artwork by professional ceramic artists, combining functionality with aesthetic value. The bamboo-blend cover paper offers a soft, organic texture that distinguishes it from standard notebook materials. The cream-colored inner pages are designed for a smooth writing experience and are easier on the eyes than pure white paper.

Compared to mass-produced notebooks, each product is carefully crafted in small batches by skilled local printers and bookbinders, ensuring quality and individuality.

The wrapping cloths (furoshiki) are printed using traditional Japanese dyeing techniques and are offered in gift-friendly sizes, making them suitable for both everyday use and retail presentation.

The Japanese company has successfully delivered products to multiple retail partners in France, demonstrating acceptance and compatibility in the European premium stationery and gift market.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

• **Not relevant**

IPR Status

IPR Notes

IPR Notes

Partner Sought

Expected role of the partner

The partner should be a retailer, distributor, or concept store operating in the fields of premium stationery, lifestyle goods, or gift items.

For commercial partnerships, the partner is expected to handle local product presentation, in-store sales, and optional participation in marketing initiatives such as seasonal campaigns or POP UP events.

For OEM or supply agreements, the partner should be involved in product planning or customization (e.g. logo printing or special packaging) and manage local fulfillment and client relationships.

Experience with design-conscious or culturally themed products is preferred.

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **Big company**
- **SME <=10**
- **SME 50 - 249**

Dissemination

Technology keywords

Market keywords

- **07004003 - Home furnishing and housewares**
- **07004008 - Other consumer products**

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- **Austria**
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Sector groups involved

Media

Images



[furoshiki](#)



[notebooks](#)