

# A Japanese SME is looking for partners to introduce its 360° cylindrical toothbrush in the EU

## Summary

Profile type

**Business Offer**

Company's country

**Japan**

POD reference

**BOJP20260617003**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

**• All countries**

Contact Person

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Term of validity

**17 Jun 2026****17 Jun 2027**

Last update

**17 Jun 2026**

## General Information

### Short summary

Following a successful expansion worldwide, over 300K units sold in the UK, the Japanese SME is now targeting the EU and seeking distributors and sales partners for its patented 360° cylindrical toothbrush products. Under a commercial agreement, with the possibility of being exclusive, the partner will deal with an innovative toothbrush made in Japan.

#### Full description

The company develops and manufactures innovative cylindrical toothbrushes featuring a patented 360-degree bristle design, ultra-fine soft bristles, and proprietary adhesive-free production technology. The product line includes models for adults, children, infants, electric toothbrushes, and pet toothbrushes.

One of the company's key strengths is their vertically integrated manufacturing structure. They design and manufacture their own production equipment and possess extensive expertise in automation technology. This enables them to provide stable product quality, flexible OEM/ODM services, rapid customization, and scalable production capacity to support market growth.

The company is looking for partners who can promote, distribute, and expand sales of their products within their respective markets. Depending on market conditions and business performance, the company is open to discussing exclusive distribution arrangements.

Target partners include distributors, importers, wholesalers, oral care product suppliers, medical device distributors, pharmacy chains, dental supply companies, pet product distributors, and e-commerce operators with established sales networks.

Through this partnership, distributors will gain access to a differentiated oral care product with patented technology and strong market appeal. The company can support partners with product information, marketing materials, customization options, and reliable supply capabilities. Their experience in toothbrush manufacturing and automated production allows them to respond quickly to changing market requirements and customer needs.

The company welcomes discussions with experienced distributors and sales organizations seeking innovative oral care products that offer clear differentiation from conventional toothbrushes and strong potential for long-term market development.

The company has a proven sales track record in 15 overseas countries. In addition, they have established distributor agreements with companies in Switzerland, Saudi Arabia, China, and South Korea.

In the United Kingdom, their products have been registered with the National Health Service (NHS) Supply Chain, resulting in sales of approximately 300,000 units to healthcare and hospital sectors.

In the U.S. the product fulfills the Food and Drug Administration (FDA) market requirements.

### Advantages and innovations

#### 360° Cylindrical Toothbrush with Patented Manufacturing Technology

The Japanese company manufacture innovative cylindrical toothbrushes featuring a unique 360-degree bristle design and proprietary patented production technology.

The brush head is covered with bristles around its entire circumference, enabling effective cleaning from all directions. Using the company's patented fusion-bonding process, the toothbrush is manufactured with only two materials—nylon and polypropylene—without the use of adhesives or additional bonding agents.

Their toothbrushes contain 10–20 times more bristles than conventional toothbrushes, providing a larger cleaning surface and enhanced plaque removal. The ultra-fine bristles, measuring 0.06–0.08 mm in diameter, offer a soft and comfortable brushing experience. In addition, each bristle tip is rounded and polished to help protect teeth and gums.

The product lineup includes three adult models, one children's model, two infant/toddler models, electric toothbrushes for adults and children, and two sizes of pet toothbrushes.

A key strength of the company is their vertically integrated manufacturing capability. They design, manufacture, and operate their own toothbrush production equipment and possess extensive expertise in factory automation and automated machinery manufacturing. This enables them to provide flexible OEM/ODM solutions, accommodate product customization, respond quickly to specification changes, and efficiently scale production to meet customer demand.

By combining proprietary technology, high-quality manufacturing, and flexible production capacity, the company offers reliable oral care solutions for global partners seeking innovative toothbrush products.

### Technical specification or expertise sought

### Stage of development

### Sustainable Development goals

- **Goal 3: Good Health and Well-being**

### IPR Status

### IPR Notes

## Partner Sought

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### Expected role of the partner

The Japanese company is seeking distributors, importers, wholesalers, and sales partners in the oral care, healthcare, baby care, and pet care sectors.

Partners should have established sales channels through pharmacies, dental clinics, retail chains, e-commerce platforms, or pet product retailers. Their role will be to import, market, distribute, and promote the company's toothbrush products within their territory.

Exclusive distribution rights may be considered based on market potential and sales performance. Commercial terms, including sales targets, minimum order quantities, and distributor margins, will be negotiated individually. OEM and private-label partnerships are also available. The company's flexible manufacturing system enables customization and scalable production to meet local market needs.

### Type of partnership

**Commercial agreement**

### Type and size of the partner

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

## Dissemination

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### Technology keywords

### Market keywords

- **05007007 - Other medical/health related (not elsewhere classified)**

### Targeted countries

- **All countries**

### Sector groups involved

## Media

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### Images



[pic 1](#)



[Pic 2](#)