

A Japanese company producing environmentally friendly 3D wooden puzzles is looking for agents and distributors in the EU

Summary

Profile type	Company's country	POD reference
Business Offer	Japan	BOJP20220909006
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement Supplier agreement	• World
Contact Person	Term of validity	Last update
Alessandro PERNA	9 Sep 2022 8 Sep 2024	4 Sep 2023

General Information

Short summary

This Japanese company producing wooden puzzles manufactured with FSC certified wood is looking for partners in the EU. The company has many partnerships with famous international IP licensors, and as a result has a large assortment of 3D wooden puzzles with various designs. The puzzles do not require any external materials to construct. The company is looking for a distribution services or commercial agency agreement with potential partners.

Full description

A Japanese company offers decorative puzzle products made with environmentally friendly natural wood of which the pieces are slot jointed together without the use of glue or tools. The company has released more than 100 products in Japan since the launch of its first 3D wooden puzzle in 2013. The cumulative number of products has exceeded a total of 150, and the cumulative sales figures has exceeded 1 million units. The products appeal to a wide age group and are intended mainly for consumers older than 8 years of age.

The company has a patent on the specific shape that allows for their adhesive-free assembly methods, which are created using laser machinery during the manufacturing process. The 3D puzzles are made from the same piece of plywood, resulting in a product which joints and seams well. Furthermore, all products have obtained CE(EN71)/ASTM certification, and are compliant with all relevant safety standards laid out in the EU Toy Safety

Directive.

The company is planning to enter the EU market and for this reason are looking for a long-term partner in the form of distribution services and commercial agency agreements. If the terms and conditions are right, exclusive distribution agreements or exclusive agency agreements will also be considered. They have experience with international partners in the United States, New Zealand, and China. Furthermore, they also have license-related contracts in these countries as well as in Australia, Singapore, South Korea, and so on.

The company is looking for a distributor with experience in toy distribution and online sales, or in the case of an agent, the below several conditions need to be fulfilled:

- 1) Successful track record of marketing and distributing products
- 2) Rich in management and online sales experience
- 3) Have a sales network spread over the EU
- 4) Possess the capacity to drive brand value and commercially promote the product

The company has experience creating various order-made puzzles, and is therefore also capable of discussing the possibility of creating new products specifically for the EU market. Furthermore, the company will proactively support potential partners by providing promotional materials, product lists, samples, instructions books in English, and are also willing to send staff for hands-on support where necessary, such as to assist during international trade fairs and exhibitions.

Advantages and innovations

The Japanese company has the following advantages when compared with competitors:

Their connections with famous international IP licensors has allowed them to manufacture puzzles based on well-known popular media such as Star Wars, One Piece, Pokemon, Mobile Suit Gundam and more. This mutual trust also showcases the trust partners put into the Japanese companies' ability to design puzzles true to the original IP.

The company is devoted to making high-quality products, this is why they select good raw materials from the very start of the process to guarantee the quality of each item. They have obtained the FSC certification which is considered the "gold standard" designation for wood harvested from forests that are responsibly managed, socially beneficial, environmentally conscious, and economically viable.

Finally, the puzzles have also been proven to have educational properties. An electroencephalography (EEG) analysis conducted by a university in collaboration with the company shows that the information captured by the eyes and the stimulation from the fingers which accompany the assembling of the products are effective for brain activation.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The Japanese company has the following expectations and is looking for the following types of partners under a distribution services or commercial agency agreement:

- Agent: retail sales and distribution, online sales, trade show exhibitions, brand promotion (especially through social media), utilize crowdfunding for product promotion, suggestions for unique product ideas to help create products suited for EU markets.
- Distributor: online sales, retail sales, advertising and promotion, suggestions for unique product development

Type of partnership

Commercial agreement**Supplier agreement**

Type and size of the partner

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

Dissemination

Technology keywords

Market keywords

- **07001003 - Toys and electronic games**

Targeted countries

- **World**

Sector groups involved

Media

Images



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