

# A Japanese knitting lace manufacturer is looking for a distributor of heat shield lace fabrics within the EU

## Summary

Profile type	Company's country	POD reference
<b>Business Offer</b>	<b>Japan</b>	<b>BOJP20220922003</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Supplier agreement</b> <b>Commercial agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Alessandro PERNA</a>	<b>22 Sep 2022</b> <b>21 Sep 2024</b>	<b>5 Sep 2023</b>

## General Information

### Short summary

A Japanese company with over half a century of experience in the knitting lace manufacture is looking to expand its market presence in the EU. The company provides a thermal insulated custom curtain, which is popular in its domestic market for its insulating ability while not fully darkening the indoor space. They are looking to engage in a distribution services agreement with an EU partner that has sales channels to the household market and public facilities.

### Full description

This family run Japanese company has operated for more than 55 years, specializes in the manufacturing of thermal insulated curtains as well as lace fabric items and commercializes them at their own domestic sewing factory. The company is currently looking for new markets to introduce their functional curtain fabrics in the EU. Their curtain is frequently used in public facilities such as general houses, hotels, schools, hospitals, and facilities for the elderly due to its proven heat shield functionality.

The company manufacturing process is all internal from fabric to sewing adding creativity to the company design, and making commercialization more efficient compared to other companies. They pride themselves on their high-quality fabrics and quick delivery. Their transparent curtain fabric forms a visual translucent separation within a room, and it also prevents furniture from sun-burning.

Their domestic sales are generally through home improvement stores, mail order companies, housing makers to name a few examples. Since their lace fabric is knitted using yarn manufactured by a prominent Japanese fibre manufacture and fully functional, there is no domestic competitor. They are looking for an EU partner to engage in a distribution services agreement with. Catalogues, sample fabrics and functional test data are available to support and facilitate further sales for potential partners in the EU.

#### Advantages and innovations

Their curtain is the only such product in Japan that enables solar heat reduction with efficiency of up to 71%, heat insulation effect of up to 38.1%, shading rate up to 64.8%, and UV ray cut effect of up to 90.1% compared to competing products.

The curtain is light in weight and can be machine washed which makes maintenance easy. The material is 100% polyester and the estimated durability is 5-6 years. The function will last even for about 10 years if hanged in a place where the ultraviolet rays do not hit much.

Different from most competitors, their original lace fabric is knitted at their own factory in Japan and includes high amount of functional yarn provided by a renowned Japanese fibre manufacturer. The yarn is made by twisting 144 ultra fine threads kneading them together with titanium oxide, finally bunching them to get her into 288 fine yarns. It is fully compliant with REACH regulations.

The insulation effect of the curtains is a big advantage. By using this curtain in summer, a comfortable environment can be made even if the room temperature setting is raised 2 or 3 degrees higher. The insulation effect of the curtains reduces heat entering the room through windows during summer and preserves warmth preventing the warm air from leaking outside through windows during winter. Overall, the curtain use allows a significant reduction of household electricity consumption throughout the year. e.g. It saved electricity cost 1,143 yen/month in August, the hottest season in Japan.

The curtain is transparent, meaning it is very effective at insulation while not sacrificing any natural light entering the room. The room can be kept bright. While having a strong heat-shielding effect, the curtain is made of thin laces that flutter even with a gentle breeze.

The product is certified by the Japan Fire Retardant Association (JFRA) and has the JIS L1091 E certification. This means the curtain is fire-proof and prevents the spread of fire.

#### Technical specification or expertise sought

Stage of development

Sustainable Development goals

• **Not relevant**

IPR Status

**No IPR applied**

## Partner Sought

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### Expected role of the partner

The Japanese company would like to have a long-term relationship with enterprises which have established strong sales networks not only with general households but also with public facilities such as hospitals, schools, and nursing homes. They would like to work with these potential EU partners under distribution agreements. The partner is expected to be able to promote and supply the curtains to potential end-users, while closely working with the Japanese company.

### Type of partnership

**Supplier agreement**

**Commercial agreement**

### Type and size of the partner

• **SME 50 - 249**

• **SME <=10**

• **SME 11-49**

## Dissemination

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### Technology keywords

### Market keywords

• **09004003 - Textiles (synthetic and natural)**

• **06006001 - Thermal insulation**

### Targeted countries

• **World**

### Sector groups involved

## Media

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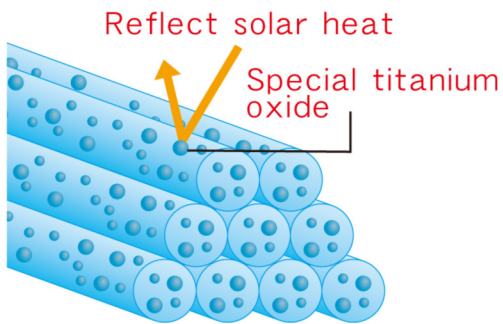
### Images



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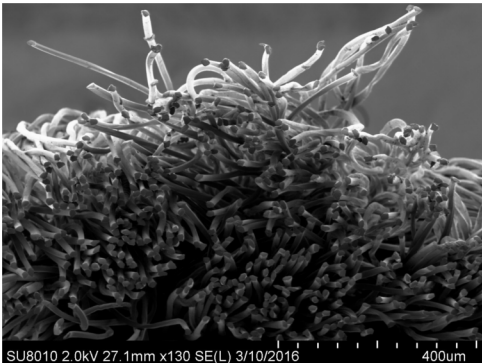
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