



TRINUS PRESS KIT

January 2020

# COMPANY OVERVIEW



**TRINUS, Inc.** is a Tokyo-based crowd-funding platform that brings together unique Japanese technologies, creators, and consumers to create an open value chain -from product planning, development, branding, to distribution. Creators from all over the world are invited to take part in design competitions based on state-of-the-art materials and technologies on our website, [trinus.jp](http://trinus.jp). The selected design will be manufactured into an item and be distributed worldwide. Crowd-funding activities are held regularly on [trinus.jp](http://trinus.jp).

Currently, we have 8 lineups of products, sold in retailers worldwide, including but not limited to Japan, USA, France, Italy, Belgium, China, and Taiwan. \*Know more about TRINUS open value chain [here](#).

## STATISTICS



**COMMUNITY**  
10,000+ users



**CAPITAL**  
JPY 65,985,000

## Technology x Design = WOW!

Founded in November 25<sup>th</sup> 2014,

**Core Business:** Sales and design of daily commodities, technology matching, and consulting

**Investors:** IDATEN Ventures, Mercari COO Fumiaki Koizumi, Morinaga & Co., Ltd.

TRINUS means "triple" in Latin. It symbolizes the three pillars of our business: technology, design, and users. TRINUS, Inc. strives to source not yet fully utilized technology and materials to manufacture amazing products.



**SHINYA SATO**  
Chief Executive Officer

# TRINUS PRODUCTS

Download our products' high-resolution photos [here](#) and videos [here](#).

\* 8 brands, 50 SKUs, Japan Domestic Suggested Retail Price in JPY

**TRINUS FLOWER PENCILS** – Made from a Japan-developed, recycled-paper-derived materials named *MAPKA*. Awarded **iF design award 2019** and certified as **The Wonder 500 product** in Japan, representing the highest craftsmanship. The colored pencils like no others.

**Flower Pencils HANA** – The cross sections and shavings show Japan's symbolic floral shapes and colors. Cherry blossom (pink), plum blossom (deep pink), dandelion (yellow), evergreen leaves (green), and bluebell flower (blue).

- Flower Pencils Hana (JPY 1,800) – a set of 5 colors, sharpener NOT included
- Custom-made Pencil Sharpener (JPY 100)
- HANA Post Cards (JPY 800) – a set of 5 postcards
- HANA Greeting Cards (JPY 1,000) – a set of 5 greeting cards



**Snow Pencils YUKI** – The cross sections and shavings are in the shape of snowflakes that fall from the sky. Pencil casings and leads are mixed with small, glistening particles. Available in 3 colors: gold, silver, and white.

- Snow Pencils YUKI (JPY 1,200) – a set of 3 colors, sharpener included
- YUKI Postcards (JPY 500) – a set of 3 postcards



**Christmas Edition Pencils NEW !** – Special design and colors for the holiday. Lovely festive colors: gold snowflake, evergreen tree, and red poinsettia.

- Christmas Edition Pencils (JPY 1,200) – a set of 3 colors, sharpener included





## PLANT'S JEWEL - Plant's decoration with anti-bacterial plating KENEFINE™

Allows you to maintain your fresh plants with clean water. Makes firm grip for a single flower while decorating it into a beautiful arrangement. Turns an ordinary container (wine glass, plates) into an elegant vase.



Ring (JPY 7,200)



Bangle (JPY 6,800)



Bubble (JPY 3,700)

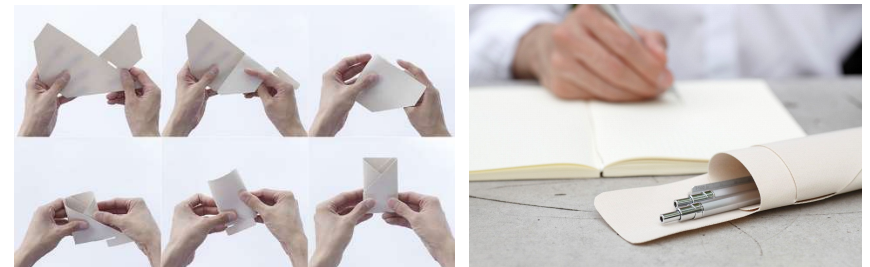


Mirror Ball (JPY 12,800)

## KATAMAKU - A collection of cases made from Tokyo Dome rooftop material leftovers.

Inspired by origami, Japanese art of paper-folding, it is a collection of card cases, ID cases, pencil cases, and pochettes. Paper-thin, yet strong, durable, and weatherproof.

- ID Case (JPY 1,600) – Beige
- Pen Case (JPY 2,000) – Beige
- Card Case (JPY 1,800) – Beige, Orange, Deep Blue, Sky Green, Black
- Document Folder (JPY 3,000) – Beige



## TUGI TUGI – new generation lacquerware empowered by patented SUSTIMO®

Specially designed for sake drinking, SUSTIMO® technology makes lacquerware more durable. The beautiful floral pattern designed by Japanese textile label “Sarahbel” and manually painted by the hands of traditional craftsmen from Aizu-Wakamatsu.

- **Bloom** (JPY 18,000) – Outside painting / inside painting
- **Silence** (JPY 18,000) – Outside painting / inside painting



## WATER SCENERY MINAMO – 3D-printed tableware with glittering water surface

The gloss of a moment on a smooth water surface is embossed on the mirror finish stainless-steel plates. Comes in 3 variations: **Echo**, **Flow**, and **Shine** (JPY 2,800 each)



## PLANETARIO – moon surface-textured embossed leather clutch bag and coin pouch

Designed with inspiration from the lunar phases, a full-moon-shaped bag will turn into crescent when folded. “Delitte” leather embossing technology allows the surface to reproduce different lunar landscape according to the light’s direction.

- **Moon Clutch Bag** (JPY 35,000) – Silver / Gold
- **Coin Case** (JPY 10,000) – Silver / Gold / Black



## CROWD-FUNDING PROJECTS on trinus.jp (On-going)

Currently, TRINUS is in collaboration with **Morinaga & Co., Ltd.**, one of Japan's leading candy and confectionery manufacturers for the branding and design of 2 items. After more than 100 years, Morinaga has remained at the top of the Japanese candy industry, producing various kinds of candies and snacks with advanced technologies. TRINUS is very proud to be chosen to take part in below 2 projects that will make great impacts on the candy and confectionery industry.

### I. "World Soup Snack" A Soup Snack Utilizing Morinaga's "BAKE" Technology

Click [here](#) for more information, and download the photos [here](#) and check the video [here](#).

#### TRINUS Logos:

Download logos of TRINUS [here](#).

#### TRINUS Media Assets:

TRINUS and TRINUS lineups have been covered for over 150 times by both Japanese and overseas media. Seen in major media such as [WIRED](#), [designboom](#), [Colossal](#), [Vogue Japan](#), [NHK Japan](#), and many more. Click [here](#) for more details. Or talk to us for more information!



## GLOBAL PRODUCT DISTRIBUTION

By the beginning of December 2019, our products have been distributed to 29 cities across 15 countries. Find the list of our retailers [here](#).



#### For more information please contact:

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