

Press Release

To the press and whom it may concern

Jan. 2020

Kobe Match Co.,LTD.

“hibi deep. large box” is released in advance outside Japan in spring 2020.



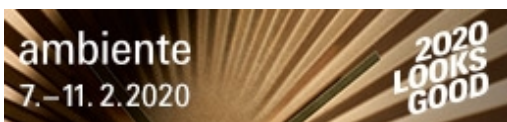
In February, Kobe Match Co., adds “ large format “ in hibi deep selection and releases in advance outside Japan at Ambiente 2020. We dramatically change booth design and present hibi deep style.

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Selected for “ Trends 2020 “ at Ambiente for 2 consecutive years.

Ambiente Trends, at Ambiente (Frankfurt, Germany) in 2019. This is a dedicated exhibition zone featuring trend-setting products selected by prominent German designers, and hibi is likely to further attract attention along with a spatial presentation of the zone.

<http://www.ambiente-trends.com/2020/en/index.html>



Kobe match Co.,Ltd.
Hall 8.0, Stand A 59

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“hibi deep. Series”

Fragrance that transforms the colour of time into something deeper and more dramatic
Hibi for those who want to feel the nature and deeper relaxation in style.



Large box **NEW!**

Proposing three different fragrances:
Ambergris, Oak moss, and Cedar wood
*30 sticks with a non-flammable mat tray

*The shipping start date is March 1st 2020.

*Products pictures in your Dropbox folder shared with us.



Regular box

Proposing three different fragrances:
Ambergris, Oak moss, and Cedar wood
*8 sticks with a non-flammable mat tray



Gift box

*3 fragrance boxes and a nonflammable mat tray

■ ”hibi” brand summary

~ A new way of enjoying incense, born from the encounter of two traditional industries of the Hyogo Prefecture ~

Kobe Match Co., Ltd. with a long history of match manufacturing based in Harima of the Hyogo Prefecture and Daihatsu Co., Ltd., a long-established company which continuously manufactures innovative products in Awaji Island, a major manufacturing center of incense, met, developed products for a period of about 3 years and commercialized the brand in April 2014. Its unique concept of “lighting incense as if striking matches” is supported by a high degree of technical know-how ensuring both the solidness, preventing the sticks from breaking when striking, and the burnability.

■ Our thoughts put into the “hibi” brand

The brand name “hibi” means “day to day” in Japanese. We named it, hoping that the product will be kept by one’s side and enjoyed freely every day according to one’s

mood and occasion. The product logo is formed by doubling a Chinese ideogram signifying “day,” expressing a basic product concept that is stylish and simple without flamboyance. We aim to make the “hibi” brand a synonym for incense and widely accepted by consumers in Japan and overseas.

■ Contact us

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