

Wakayama Japan launches a new site to introduce local businesses

Wakayama Japan launched a new website to introduce local companies and products of Wakayama Prefecture. Wakayama is Japan's representative production area for daily products. All products born from this land come from the fusion of high-quality nature and human skills and wisdom in Wakayama. By adding advanced technology and rare processing technology to the tools of life that have permeated our lives as usual, they are never brilliant, but steadily and slowly raise the richness of our daily lives. Four companies that deliver the "next level of richness" that balance the richness of both human life and the global environment, such as high functionality and comfort, not to pollute the environment and waste resources have been gathered here.

Website URL: <https://wakayama-jp.net/exhibitors/inoca.html>

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INOCA
RUGS, HOME DECORE, FOOTWARE

Tatami culture has long been established in the Japanese way of life. Igusa is the main ingredient of the tatami. In addition to deodorizing, sterilizing and moisturizing, it is a material with both functional and sensibility values that produce healing with idyllic aroma. Due to the change of lifestyle, the whereabouts of tatami mats are decreasing in Japan now, but a new product series of igusa born aiming to blend into the modern way of life, not only in Japan but it became a way to penetrate the lives of people all over the world.

COMPANY NAME	Inoca (Iodo Tatamiten Ltd.)
PRESIDENT	Hirokazu Ido (Mr.)
ESTABLISHED	2001 (Founded 1940)
EMPLOYEES	15
CAPITAL	JPY 10 million
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