

TOKYO SAIKAI



Commencement of international sales of Sasasa wazarashi products in late April 2023

Tokyo Saikai Co., Ltd. (Headquarters: Setagaya, Tokyo; Chief Executive Officer: Kentaro Kodama) will commence sales of Sasasa wazarashi products in late April 2023 in its role as the brand's international sales agency.

Made by Takeda Bleaching Factory Inc., an Osaka-based manufacturer dating back to 1911, Sasasa presents a modern take on wazarashi, a traditional Japanese household staple. Commonly used in the kitchen and for a wide range of tasks, the white cotton cloth is a versatile tool for a more considered way of life. Building on this spirit, Sasasa's original wazarashi comes in a convenient roll format that makes everyday use a breeze. The ten-piece lineup features a range of convenient products including two types of wazarashi roll, wazarashi squares, and storage items such as a stand and a holder.

Wazarashi is a traditional Japanese household staple that is durable, highly absorbent, washable and reusable. However, it has typically been sold as long sections of cloth folded into smaller sizes. As a result, there have been challenges in incorporating wazarashi into today's way of life. With this in mind, the Sasasa Wazarashi Roll has been designed in the familiar style of kitchen paper towels. Perforated lines allow for quick and easy tearing, making everyday use convenient and hassle-free. The versatile cloth can be used and reused for a wide range of tasks, ranging from draining water from vegetables to wiping plates and resting warm bread.

Sasasa Wazarashi Roll is made by Takeda Bleaching Factory Inc., an Osaka-based manufacturer dating back to 1911. The company specialises in the refining and bleaching of cotton fabrics, along with the manufacture, processing and sales of fabric products for a range of uses. As a tool for today's way of life, Sasasa Wazarashi Roll conveys the charms of the traditional crafts of Sakai, Osaka, preserving manufacturing techniques and longstanding tools for future generations. Furthermore, Takeda Bleaching Factory Inc. utilises a bleaching process that minimises the use of chemicals, water and energy.

Sasasa Wazarashi Roll has received multiple awards including the 2021 Golden Pin Design Award; Good Design Award 2020: Good Focus Award [Design of Technique & Tradition] and Good Design Best 100; iF Design Award 2022; and Hobonichi Lifestyle Enjoyment Award.



**Wazarashi Roll – Free
Unperforated**

Wazarashi roll with no perforations, allowing you to cut to the size the task requires. The versatile cloth can be used in the kitchen and around the house for a range of tasks, whether it be wiping, wrapping, straining or covering. The crisp material is easy to wash and can be used over and over again.

¥1,840

Size: 360mmW x 62mm (total length 7m)

Cloth: 100% cotton (Oka weave)

Colour: white



**Wazarashi Roll – Cut
Perforated**

Wazarashi roll with perforations for quick and easy tearing. The versatile cloth can be used in the kitchen and around the house for a range of tasks, whether it be wiping, wrapping, straining or covering. The crisp material is easy to wash and can be used over and over again.

¥2,160

Size: 360mmW x 62mm (total length 7m)

Cloth: 100% cotton (Oka weave)

Colour: white



**Wazarashi Roll Stand
Vertical wazarashi roll stand**

Vertical stand for the convenient storage and use of wazarashi rolls. The design allows you to hold the cloth in place and quickly tear off a sheet. The upright arrangement is simple and space-efficient, while the solid oak provides a gentle accent.

¥5,600

Size: 100mmW x 410mmH x 100mmD

Material: oak, coniferous wood, stainless steel with bronze plating

* Includes one perforated wazarashi roll



**Wazarashi Roll Holder
Hanging wazarashi roll holder**

Holder for the convenient storage and use of wazarashi rolls. The design allows you to hold the cloth in place and quickly tear off a sheet. The upright arrangement is simple and space-efficient, while the solid oak provides a gentle accent. Can be easily attached to a shelf without the need for any screws or other hardware.

* Suitable for installation on shelves

15~38mm in thickness

¥10,400

Size: 415mmW x 124mmH x 50mmD

Material: oak, coniferous wood, stainless steel with bronze plating

* Includes one perforated wazarashi roll



**Wazarashi Squares
Set of five cloths**

Wazarashi squares in a convenient size. The versatile cloth can be used in the kitchen and around the house for a range of tasks. Containing five cloths, this set is perfect for first-time users.

¥560

Size: 350mmW x 350mmL

Cloth: 100% cotton (Oka weave)

Colour: white



**Wazarashi Squares – Box
Boxed set of eight cloths**

Wazarashi squares in a convenient size. The versatile cloth can be used in the kitchen and around the house for a range of tasks. The eight-piece set comes in a paper box, allowing the cloths to be stored with ease.

¥1,200

Size (box): 100mmW x 78mmH x 100mmD

Size (cloth): 350mmW x 350mmL

Cloth: 100% cotton (Oka weave)

Colour: white



Wazarashi Squares – Case Set of eight cloths

Case for storing wazarashi for daily use. Designed for the kitchen, dining table and other living spaces, the case provides stress-free storage without compromising on aesthetics.

¥4,800

Size (box): 95mmW x 87mmH x 95mmD

Size (cloth): 350mmW x 350mmL

Material: oak, stainless steel with bronze plating

Cloth: 100% cotton (Oka weave)

Colour: white

* Includes eight wazarashi squares



Wazarashi Hanger – Single Designed for one cloth

Stainless steel hanger for drying a single wazarashi square (350mm x 350mm) folded in half. The cloth hangs away from the wall, allowing for quick drying and easy access.

¥1,360

Size (box): 150mmW x 90mmH x 43mmD

Material: oak, stainless steel with bronze plating



Wazarashi Hanger – Double Designed for two cloths

Stainless steel hanger for drying two wazarashi squares (350mm x 350mm) folded in half. The design allows cloths to be dried simultaneously with ease, while the stainless steel provides extra resilience around water.

¥1,600

Size: 50mmW x 90mmH x 150mmD

Material: stainless steel with bronze plating



Wazarashi Hanger – Triple Designed for three cloths

Stand for drying three wazarashi squares (350mm x 350mm). The stainless steel frame, resilient to water and rust, is fixed to a stable oak base and complements the Wazarashi Roll Stand (sold separately).

¥3,600

Size: 100mmW x 410mmH x 100mmD

Material: oak, stainless steel with bronze plating

TOKYO SAIKAI

Mission Statement

Drawing on its roots in the famed porcelain town of Hasami, Nagasaki prefecture, Tokyo Saikai aims to enhance consumers' quality of life by creating long-life brands and services in collaboration with producers, craftspeople and everyone involved in the manufacturing process.

As a company that utilises finite resources, we have reassessed our approach to manufacturing, along with our company values and responsibility to society, and consolidated our mission statement and values accordingly. While aiming to minimise price increases and continue making Hasami porcelain products as accessible as possible, we have also reviewed our position and taken action to improve our approach. Specifically, acknowledging the value of unique characteristics and individuality in ceramic products, which would generally be considered defects, we have revised our inspection standards. Furthermore, through the adoption of plastic-free packaging we aim to reduce our environmental impact and pursue a sustainable model for production and reuse. Through this approach we aim to make effective use of resources and establish an environmentally friendly system that minimises waste, while offering products at reasonable prices. Care guide : <https://tokyosaikai.com/ja/for-business/downloads/>

Company Profile TOKYO SAIKAI CO., LTD

Drawing on its roots in the famed porcelain town of Hasami, Tokyo Saikai specialises in the planning and development of long-life tableware products, working closely with designers to build brands that enhance our quality of life.
<http://tokyosaikai.com/>

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