



## **Press Release No. 3**

**Date: December 16<sup>th</sup>, 2024**

### **The Origins of Seeknit Brand and Profile of Kinki Amibari Co., Ltd.**

To celebrate our 100th anniversary in 2016, Kinki Amibari launched a new brand “**Seeknit**” to help you seek and explore the world of knitting.

Through our products and various activities, we thought that we could bring knitting closer to you. Kinki Amibari will continue to contribute to and promote the ongoing culture of knitting.

#### **(1) About our company:**

By trial and error, founder Unokichi Oyama perfected his original method of manufacturing bamboo knitting needles.

Since our establishment in 1916, we have continued to produce knitting needles following our promise to always deliver the best quality. We only use carefully selected high-quality bamboo grown in Japan. Based on our years of experiences and expertise, we are committed to pleasing our customers with our products.

In 2016 Kinki Amibari celebrated its 100th anniversary and now Ms. Kyoko Oyama has become the 3<sup>rd</sup> generation President of Kinki Amibari and Mr. Takashi Oyama is Managing Director.

Over these years, we have devoted ourselves to making the best use of our accumulated skills and expertise to improve the quality of our products and to develop easier-to-use knitting needles and continuing new developments.

The bamboo knitting needles are so popular, they are made of natural materials that are very friendly to the environment. We continue to research and develop innovational knitting needles.



## **(2) Corporate Philosophy:**

**Contribute to the world's knitting culture while helping enrich people's minds:**

**Promoting knitting while using green products which are very friendly to our global environment:**

- Contribute to a prosperous society through our products and various activities by making use of renewable Japanese bamboo and woods. Kinki Amibari will continue to promote the ongoing culture of knitting in the world.
- Operate with suitable products which will not burden the earth environment.
- We utilize renewable and recyclable resources which is friendly to our environment.
- We design attractive products with particular care taken during their production.
- Traditional engineering and accumulated expertise and trademark skills are passed down from craftsman to craftsman. We continue to investigate and implement suitable new technology, while still ensuring that we are supplying a high-quality product.
- We care for our customer relationships and will work with you to improve our mutual business success.

### (3) Product Feature and attractiveness:

#### **Sustainable:**

“Bamboo has remained a preferred choice over the years due to its natural and environmentally friendly qualities.”

#### **Airy:**

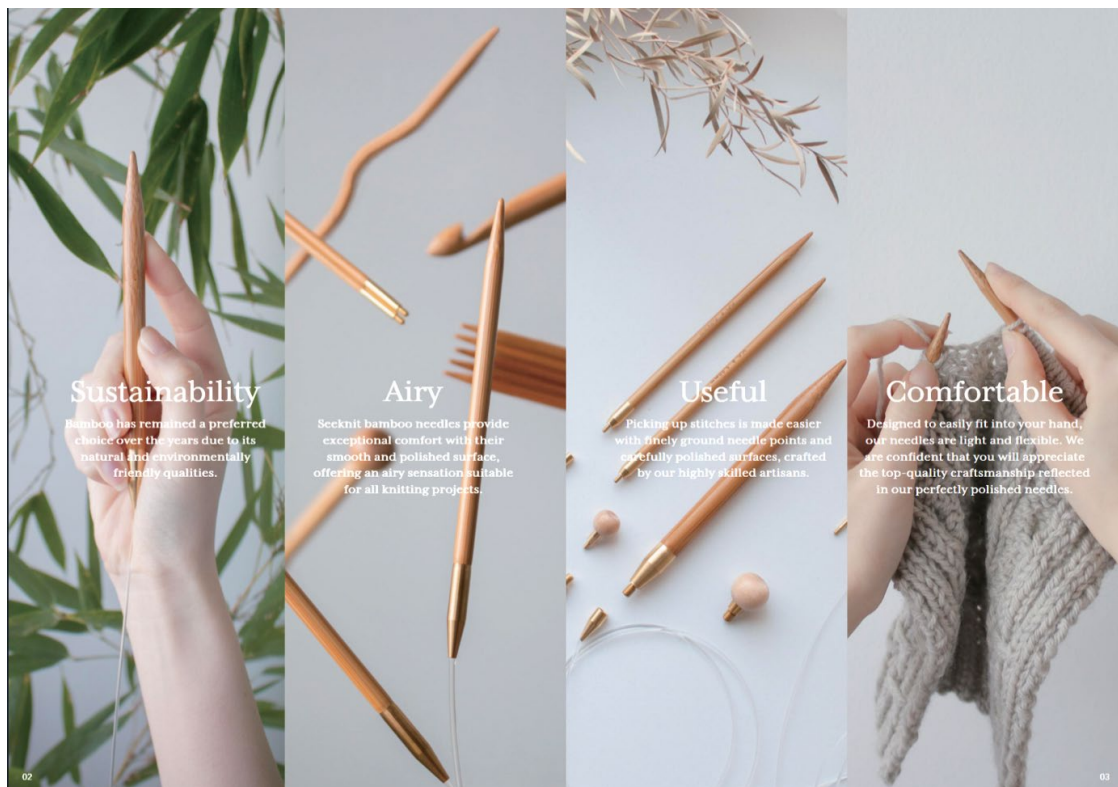
“Seeknit bamboo needles provide exceptional comfort with their smooth and polished surface, offering an airy sensation suitable for all knitting projects.”

#### **Useful:**

“Picking up stitches is made easier with finely ground needle points and carefully polished surfaces, crafted by our highly skilled artisans.”

#### **Comfortable:**

“Designed to easily fit into your hand, our needles are light and flexible. We are confident that you will appreciate the top-quality craftsmanship reflected in our perfectly polished needles”.



#### 4) Kinki Amibari, Supply items:

The shiny, smooth surface represents the highest quality knitting needles we are proud of. We offer a wide variety of knitting needles for various occasions. Our full lineup of needle types, sizes, lengths, thicknesses, and connecting parts help enrich your knitting time.



- \* Interchangeable Circular Needles Pair Tips
- \* Many kinds of SET items with Interchangeable Circular Needles and Interchangeable Crochet Hooks
- \* Circular Needles
- \* Asymmetric Circular Needles
- \* Single Pointed Needles
- \* Double Pointed Needles
- \* Crochet Hooks
- \* Crochet Hooks with bamboo Tip
- \* Crochet Hooks with Aluminum Tip
- \* Flex Afghan Crochet Hooks
- \* Afghan and Tunisian Double Ended Crochet Hooks
- \* Afghan Single Ended Crochet Hooks
- \* Accessories made of Bamboo and others

## **(5) KA Quality:**

### **Over 100 years, KA continues our commitment to quality and exacting standards:**

Since our foundation in 1916, we have continued to make the best use of our 100 years of accumulated skills and expertise, improving the quality of our products, and supplying the world's best quality knitting needles.

### **Products Quality:**

#### **Continue to be particular about production:**

Production Engineering based on professionalism and experience.

We have continued to produce knitting needles following our promise to always deliver the best quality.

We are dedicated to only ever use carefully selected high-quality bamboo, grown in Japan, as we commit ourselves to pleasing our customers with superior products crafted with professionalism and experience.

Bamboo is different in nature, depending on where it is grown, the season, and the variety. For this reason, only skilled craftsmen who have the flexibility to work with these properties are able to manufacture stable quality bamboo knitting needles.

Over these years, we have devoted ourselves to making the best use of our accumulated skills and expertise to improve the quality of our products and to develop easier-to-use knitting needles.



## (6) Seeknit Products Development History:

**Kinki Amibari Co. Ltd. is a company that conducted the initial foundational developments and commercialization in the worlds knitting needle industry.**

1960s: Koshitsu Treatment Process

1983 : Circular Needles with Swivel Function

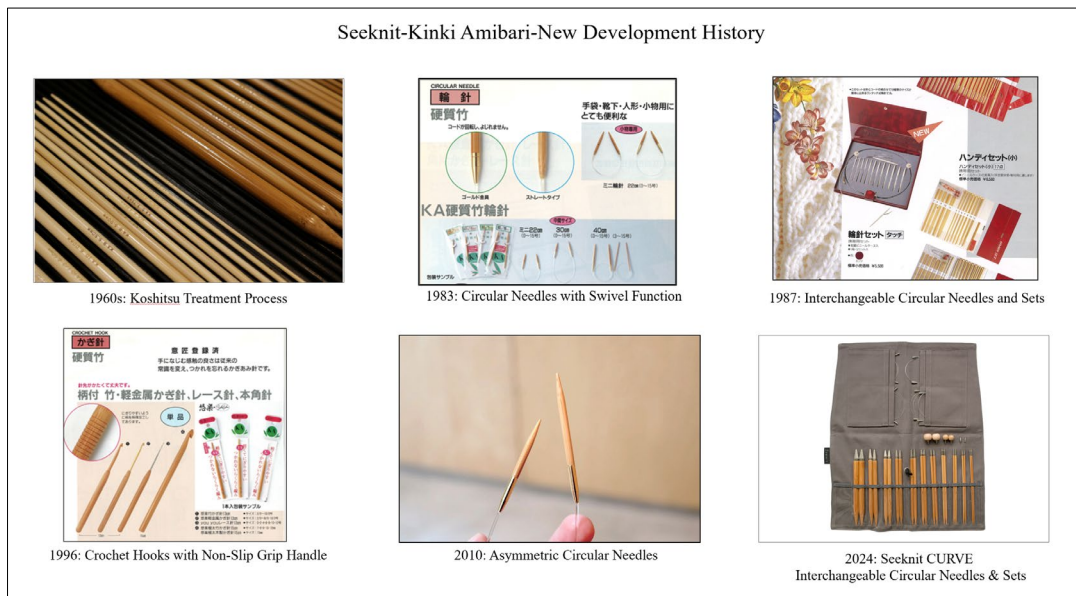
1987 : Interchangeable Circular Needles Design & Sets

1996 : Crochet Hooks with Non-Slip Grip Handle Design

2010 : Asymmetric Circular Needles

2024 : “SEEKNIT C U R V E” New Seamless Interchangeable Circular Needles & Sets

We are proud that, with a history of 109 years, we have been able to contribute to customers worldwide through new developments and introductions in the knitting industry.



## (7) Sustainability:

**Our endeavor for a sustainable society:**

**In regards to bamboo material and SDGs (Sustainable Development Goals):**

Our business is to supply bamboo knitting needles which are friendly to natural environments and contribute to promoting a global knitting culture.

Bamboo is a renewable resource as it grows extremely quickly.

Using bamboo means very little environmental impact and logging bamboo for products such as knitting needles means giving more room to protect our forests.

One of the reasons that people have preferred bamboo throughout the years is that it is natural and environmentally friendly.

Our bamboo knitting needle products are compatible with our social requirements of ECO and Sustainable environment.

We as a company proclaim and are committed to following the below SDG targets:



### **#7 Affordable and clean energy:**

Ensure access to affordable, reliable, sustainable and modern energy. We generate 80% of our electricity consumption of our factory through solar power.



### **#12 Responsible consumption and production:**

Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.

We are participating in a project to reuse bamboo powder generated during the production and processing of bamboo knitting needles. Until recently, this bamboo powder was incinerated at a cost. However, it has been demonstrated that the powder can be utilized as an optimal blending material for new bio-combustion resources. As a result, since 2023, the paid incineration disposal of bamboo powder from our company has almost entirely ceased, and it is now being used in the development and production of new bio-materials. We are approaching a nearly waste-free cycle for natural bamboo through our bamboo knitting needles production.



### **#15 Life on land:**

Revitalize the global partnership for sustainable development.

**(8) Our future aim is continuing to promote a global knitting culture:**

Through our business in overseas and domestic markets in Japan:  
Inspiration of knitting activities and support for sustainable environmental materials.  
We believe that we can encourage the fun of making handcrafted articles and a richness of emotion or spirit in the future.



**(9) Message from the president:**

**Knitting makes sense for fashionable:**

We continue to follow our companies promise to always produce knitting needles of the very best quality.

To celebrate our 100th anniversary, we launched a new brand of knitting needle, in 2016, called “Seeknit”, to help you seek and explore your own world of knitting.

Through our products and various activities, we bring knitting closer to you.

Kinki Amibari continues to contribute to and promote the ongoing culture of knitting.





Since1916



**Kinki Amibari Co. Ltd.**

4368 Takayama-cho, Ikoma-city,

Nara, 630-0101, Japan

[www.amibari.jp/english/](http://www.amibari.jp/english/)

email: [office-en@amibari.jp](mailto:office-en@amibari.jp)

Phone: +81-743-78-1108

Fax: +81-743-79-0882