



FORM Co., Ltd. have started business since 1984.

Our company have been expanding our business areas, based on consistent idea and concept which-gives form (shape) from our thoughts.

We have been giving shape to the idea for domestic and international companies by our experience-and design thinking gained through the passed developments.

## 5 BUSINESSES



**PRODUCT DESIGN**



**RESEARCH & DEVELOPMENT**



**APPLICATION DEVELOPMENT**



**CONSULTING SERVICES**



**SALES MARKETING**

# COMPANY PROFILE

## Head Office

Company Name	FORM Co., Ltd.
Establishment	October 31, 1984
President and CEO	Tamotsu Matsumoto
Capital Stock	J¥40,000,000
Headquarter Address	20F World Business Garden, 2-6-1 Nakase, Mihama-ku, Chiba-pref., 261-7120 Japan
Telephone	043-306-1511
FAX	043-306-1512
E-mail	info@form.co.jp
The Business Hours	9:15~17:30 on weekdays (excluding Saturdays, Sundays, and holidays)

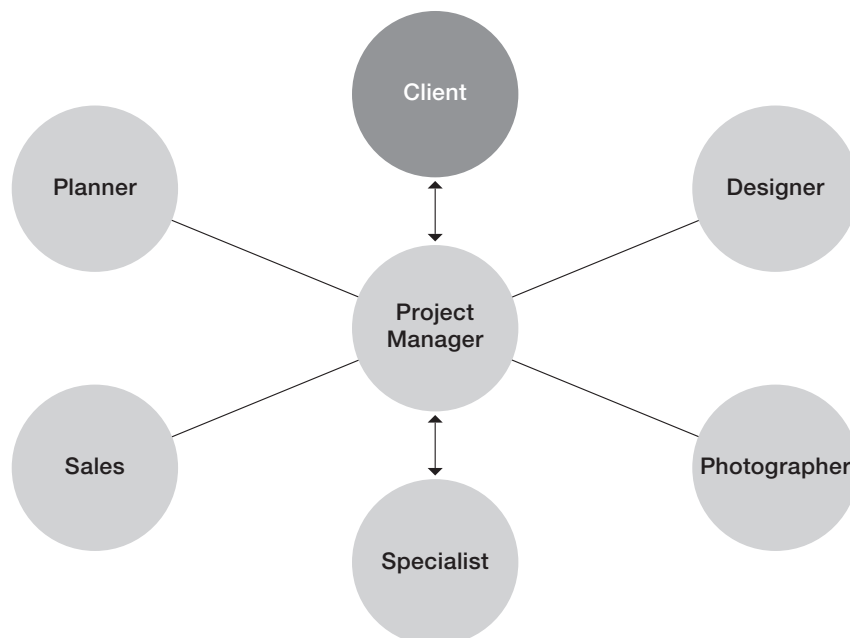
## Satellite Office

The Location	11F Grand Tokyo South Tower, 1-9-2 Marunouchi, Chiyoda-ku, 100-0005 Japan
E-mail	soumu@form.co.jp

## Business Structure

Regardless of request from our clients and our own planning works, we will be a leading Project Manager and building a specialized team that can perform better respond to each project proactively.

- The Project Manager leads smooth communication with our clients and he proceed project managements as the request from our clients must be duly reflected and lead to the project for success.
- We will proceed with business management to ensure the success of development and business plan-Client requests are properly reflected in each task.





## PRODUCT DESIGN

# PRODUCT DESIGN

A plenty of Products provided by FORM Co., Ltd., have been taking a shape by thought by many people and thoughts for people. We have been our carefully calculated craftsmanship in order to delight users, since our establishment, constantly.

## PROCESS

### STEP 1

Surveilallance



### STEP 2

Planning



### STEP 3

Concept & idea evolvement



### STEP 4

Verification



### STEP 5

Design/production



### STEP 6

Tooling Mold



### STEP 7

Commercialization



# AWARD-WINNING

2021

## Stainless POP Containers

CLIENTS

OXO



2008

## POP Containers (SoftWorks)

CLIENTS

OXO



2018

## POP Containers (2018 model)

CLIENTS

OXO



2007

## Carry Box

CLIENTS

FORM Original



2018

## Travel mug

CLIENTS

OXO



2006

## Joint tap

CLIENTS

Ryohin Keikaku Co.,Ltd.



2010

## Cleansui CP012

CLIENTS

Mitsubishi Chemical Cleansui Corporation



2004

## Pet Buggy & Carry Bag

CLIENTS

FORM Original



2008

## POP Containers

CLIENTS

OXO





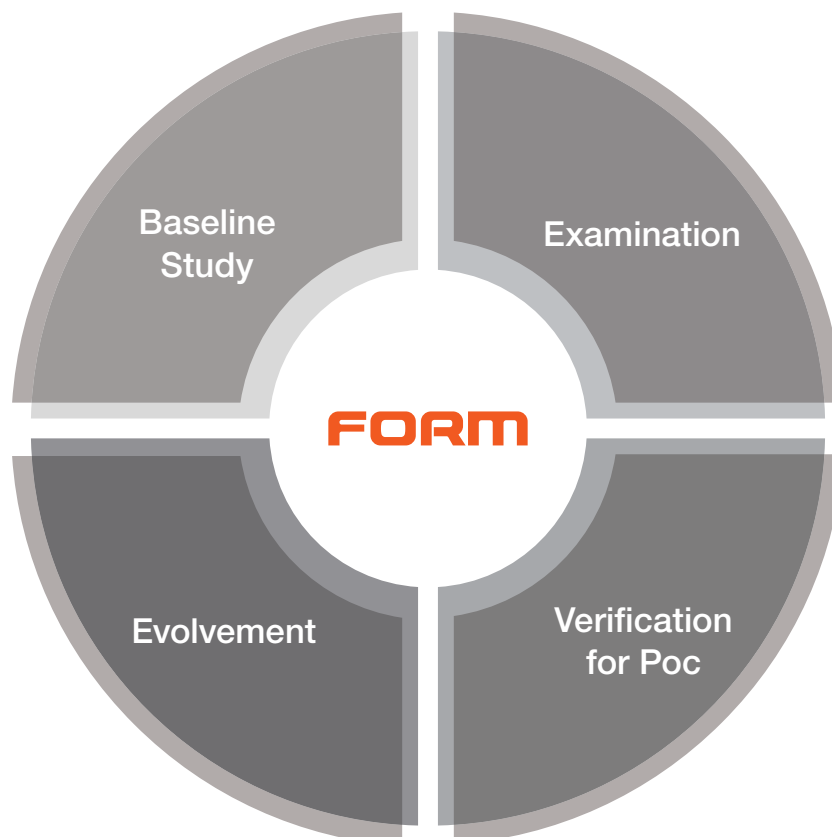
## RESEARCH & DEVELOPMENT

### | RESEARCH & DEVELOPMENT

FORM Co., Ltd has provided fundamental research and system development to create new fields and technologies.

To develop many ideas used the Mock-up samples for the structural principle with a feasibility study of the idea, from the point of view of designer who is not captured by industry common sense.

Based on the testing result, the Mock-up sample has improved in the formulation of ideas repeatedly.



# BUSINESS FLOW

## STEP 1

### Research / Testing

- Market Research
- Patent Research
- Sample Survey for Commercialized Products



## STEP 2

### Idea Development

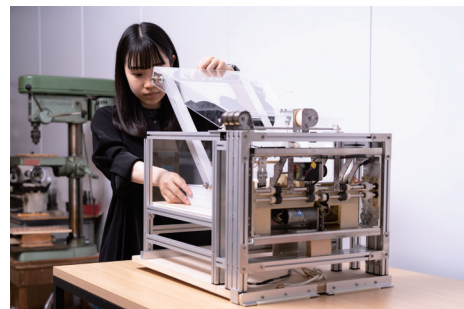
- Ideas for mechanism



## STEP 3

### Providing Fundamental Mock-Up Sample and reviewing

- Fulfillment and verification for sample
- Functional Verification
- Various Testing



#### Achievement

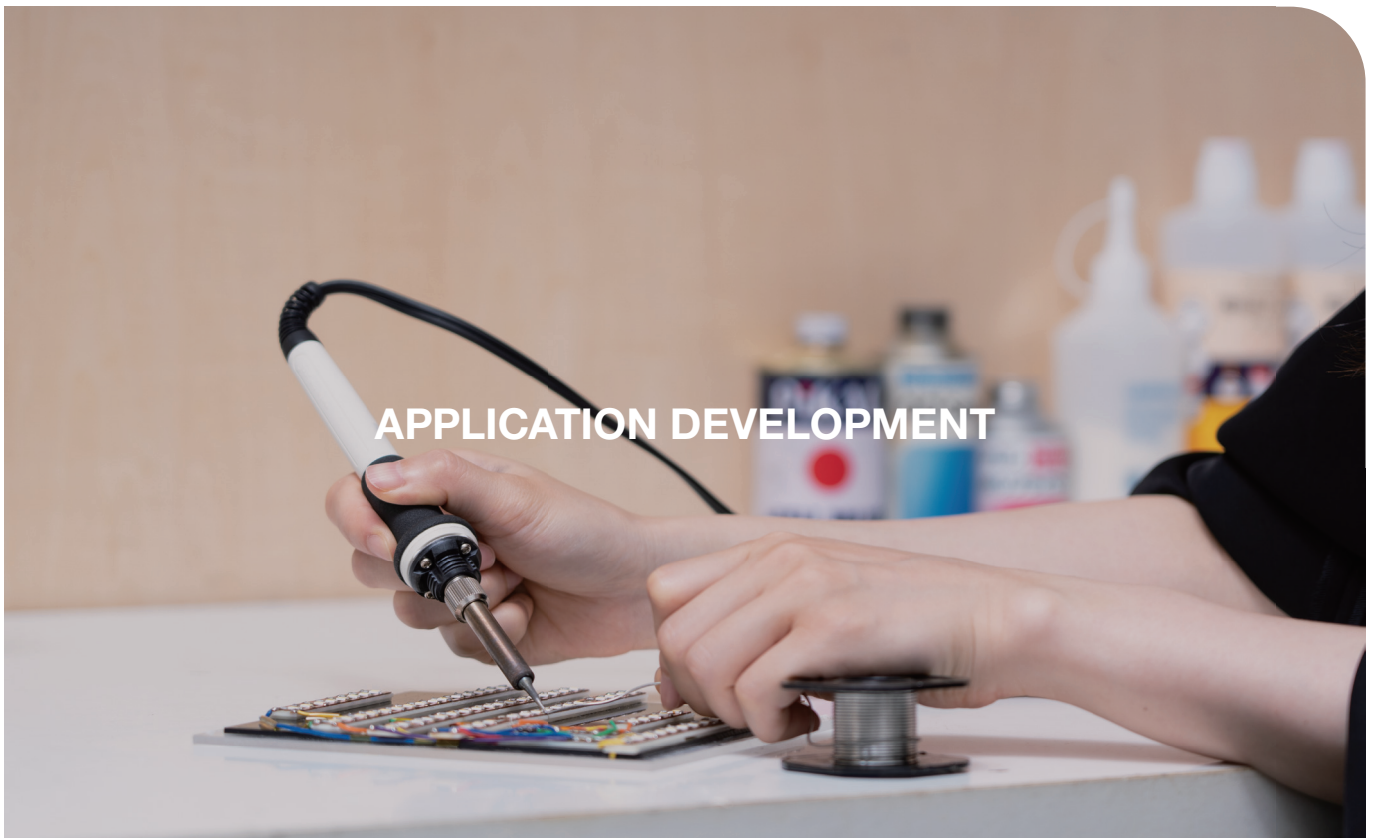
#### Internal Mechanism for “Power-Saving Stapler”

CLIENTS

Deli(得力集团有限公司)



To Increase 70% of Power-Saving, as of reviewing conventional Power-Saving mechanism.  
To staple by applying light pressure with your fingertips.



## | APPLICATION DEVELOPMENT

To research and development for technology application lead to customer acquisition (BtoB)

We are proposing the market potential to apply for your technical characteristics, how to increase your technical value, to connect with your closing deal, and PR methods.

FORM tries to respond meticulously with our practical experiences, concerning to the operation related to application development.



# WORKFLOW

## STEP 1

### Idea Flash

- To investigate the character of Material.
- Product Planning for concept model
- To expand the possibilities in the market
- To review the marketing direction.



## STEP 2

### To providing principle Mock-Up sample

- To providing principle Mock-Up sample for performance evaluation.



## STEP 3

### To research for Mass Production

- To Survey for the standard
- Testing plan and the implementation based on the standard.



## STEP 4

### To make the Working Prototype

- To make the working prototype, connected with your B2B sales.







## CONSULTING SERVICES

### | CONSULTING SERVICES (Commercialization)

Commercialization thought by us is creating market and system which will be able to coexist between companies, and also be developed with win-win between companies each other.

We think that supporter and recipient help each other and create a business for broader world.

---

#### WORK 1

#### Partnership



---

#### WORK 2

#### Proposing a business model for the future.



---

#### WORK 3

#### Supporting to enter into the new Market



---

#### WORK 4

#### Promotion and Event





## CONSULTING SERVICES

### | CONSULTING SERVICES (Mass Production Support)

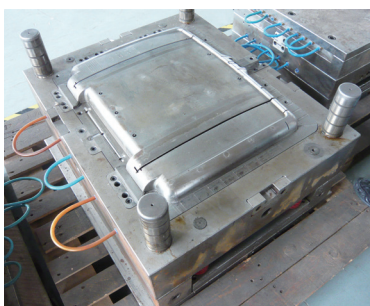
FORM will support your selection and introduction for your manufacturing plant or factory, the presence at the factory, testing for injection parts and all operation for the mass production. We will solve many kinds of problems for the mass production while interacting with the factory and those engineers.

## FLOW

### STEP 1

#### Selection and introduction for Manufacturing Plant.

- Approximate quotes of Tooling Molds and product cost for the grant application.
- The presence at the factory
- To support for the launch of manufacturing



### STEP 2

#### Adjustment, Trial and Error.

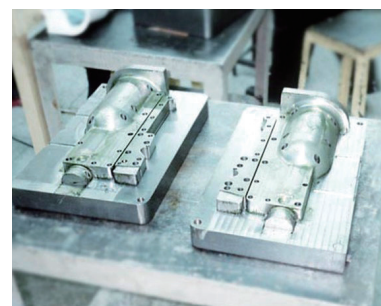
- Adjustment for defect of injection parts.
- Testing for injection parts.
- Testing for the product



### STEP 3

#### Preparation

- Distribution planning (Package, transportation, others)
- Formulation of quality standard and preparation of Instruction Manual





## SALES MARKETING

Based on our fundamental philosophy as of “Form from thought” listed as our corporate slogan, FORM will provide you the business suggestion which increase value of your own product and also corporate identity.



**Stainless POP Containers**  
Client : OXO



**Travel mug**  
Client : OXO



**Bento Box**  
Client : OXO



**SELECT 100®**  
Client : Kai Corporation



**Cleansui CP508**  
Client : Mitsubishi Chemical Cleansui Corporation



**Pot**  
Client : AEON TOPVALU CO., LTD.

# ONLINE SHOP



## For the Products closed to people's everyday lives.

Listening to Customer Feedback for products which we have taken a part the products and utilize those feedback for our future, FORM has been operating our online shop of "plus-f". We have handled in our designed products requested by "OXO" of kitchenware manufacturing in New York and other attractive kitchenware and houseware. You can see our all line-up for kitchenware, baby and outdoor products as an authorized dealer of "OXO".



ONLINE SHOP



The Business Hours	9:15~17:30
Telephone	043-306-2166
FAX	043-306-1512

Email	info@plus-f-shop.com
URL	<a href="https://www.plus-f-shop.com/">https://www.plus-f-shop.com/</a>

# PROMOTIONAL GIVEAWAY



## As a promotional giveaway item

Many companies has used as a giveaway, present and gift, for exhibitions, events, dealers, the customers, your wives, and as display in the showroom for house builders, commemorative products for companies and your friend's wedding including adding names and logos, original package until now.

