

A S P L U N D

company profile

Timeless Value

Value transcending Time & Space

This word shall contain various unchanging spiritual thoughts that we, Asplund, have always pursued since our founding. "Rather than a trend that stands out for a moment, it should be something that will last for a long time without fading." "Even it looks old, there could be found innovative value somewhere." "Organic & natural, comfortable as it is." We have ever proposed these various thoughts to the market with free ideas without setting any barrier in the lifestyle territory and also without being bound by common sense. Even it is not something special, We, Asplund, is always with you and would like to be an existence that makes you feel comfortable just being there. Each one of us will never forget our spiritual mind of origin and will continue to deliver the best comfort, even it is small, that gives you surprises and impressions in your casual daily lives.

Company Profile

Company name: Asplund Co., Ltd.

Representative: Shinichi Nishikawa, President

Established: November 5, 1991

Employees: 124

Location: Headquarters

Mita 43MT Bldg. 5F, 3-13-16 Mita, Minato-ku, Tokyo

TEL: 03-3769-0660 FAX: 03-3769-0668

SHOP ASPLUND EBISU

Digital Gate Bldg. 2F, 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

TEL: 03-5725-8651 Hours: 11:00-20:00

SHOWROOM ASPLUND CONTRACT

Digital Gate Bldg. 2F, 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Phone: 03-5734-1840

HP: <https://www.asplund-contract.com/showroom/>

Contract Dept. Osaka Office

1-19-26 Minamihorie, Nishi-ku, Osaka-shi, Osaka Asplund Bldg. 3F

TEL: 06-6533-8623 FAX: 06-6533-8624

-
- Business line
- 1) Planning, manufacturing, importing and sales of commercial furniture
 - 2) Planning, manufacturing, importing and sales of home use furniture and lifestyle goods
 - 3) Operating direct retail stores (furniture, lifestyle goods)
 - 4) Importing and sales of ingredients
 - 5) Operating direct coffee shops

Organization Management Dept.

Sales Div.

Contract Dept. TEL:03-3769-0637 FAX:03-5444-6733 E-mail: contract@asplund.co.jp

Office Dept. TEL:03-3769-0523 FAX:03-3769-0668 E-mail: oem@asplund.co.jp

Lifestyle Dept. TEL:03-3769-0788 FAX:03-3769-0668 E-mail: import@asplund.co.jp

Lifestyle Goods/Interior Dept. TEL:03-3769-0788 FAX:03-3769-0668 E-mail: import@asplund.co.jp

Store DeptSTORE TEL:03-5701-5273 FAX:03-5701-5272 E-mail: ec-div@asplund.co.jp

Design & Construction Dept. TEL:03-3769-0868 FAX:03-3769-0785 E-mail: contract@asplund.co.jp

Distribution Center

Chiba D.C

14 Shiomi-cho, Funabashi City, Chiba, Asplund Logistics Center located in NTT LOGISCO Warehouse

Ota D.C

368-1 Higashi-Imaizumi-cho, Ota City, Gunma, Asplund Logistics Center located in Arai Shoun Warehouse

Introduction of Asplund business

Corporate history

Asplund Co., Ltd. Established in November 1991.

Joined the World Co., Ltd. on December 27, 2017.

Developing the business as an expert in the planning, development, import and sales of a wide range of lifestyle & interior products to date.

Corporate mission

Through the three main business channels of contract, wholesale, and lifestyle retail shops, delivering the fun and joy of the interior lifestyle to the customers with the concept of "proposing value that is half a step ahead" while always gazing at global trends.

A S P L U N D

① Contract business

Proposal, manufacturing, sales and planning, development service by custom-made products of FFE(Furniture, Fixture & Equipment) for commercial facilities, restaurants, hotels, offices, etc.

② Office FFE business

Proposal, manufacturing and sales of FFE satisfying the high-quality spaces combined with "work" and "gathering" in various workspaces

③ Lifestyle Furniture business

Discovering overseas brands, branding, importing and wholesale in Japan

④ Lifestyle & interior goods business

Proposal and sales of household goods and interiors that mainly color the daily life scene of kitchen & tables sourcing from around the world

⑤ Store business

Operating direct retail stores (furniture, lifestyle goods) and e-commerce incl. interior coordination services. Retail stores: SHOP ASPLUND / TIMELESS COMFORT

⑥ Design & Construction business

Providing indispensable and once stop service for creating an attractive space such as design, planning, production of FFE and interior work for stores, hotel, public facilities, etc. with utilizing the overseas partner factories

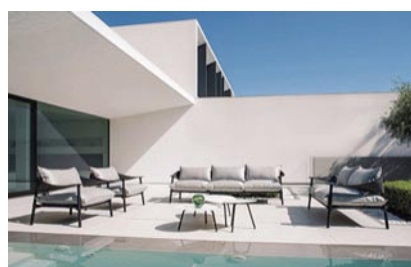
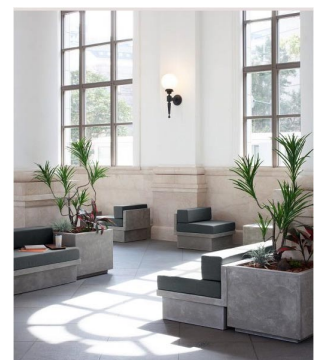
⑦ OEM solution service

Providing total OEM service to satisfy the needs of our customers from product planning, manufacturing, production management, product inspection to logistics with utilizing our domestic and overseas alliance network

① Contract business

We, Contract Dept., offer various selectable lineup of furniture and related interior products suitable for hotels, cafes, restaurants, public facilities and other spaces. We introduce a wide range of the production service from semi-order products with different sizes and colors to full-order original furniture based on the customer's image and requirement as well as our catalogue standard products. In addition, we are handling import brand products such as EMU, HALO, VIVERE, VINCENT SHEPPARD as the position of sole distributor in Japan, also we have been manufacturing and selling our original brand products for over 20 years in Cebu, Philippines, of which unique designs and excellent functionality are highly evaluated by users.

ASPLUND CONTRACT



SHOWROOM ASPLUND CONTRACT

With the concept of providing a place to collaborate with domestic/overseas creators and manufacturers where can be stimulated each other, constantly along with the change of era, we have opened this showroom in July 2021. For specific orders such as offices and hotels, guest can experience the realistic "feel of material" that Asplund Contract shall be most particular about. We have been conscious of preparing such a space where we could have a meeting with guest to discuss the details of the suitable furniture in a comfortable salon full of greenery. We are exhibiting a wide range of contract use products, imported furniture brands such as emu and VINCENT SHEPPARD and items for offices and workcations.



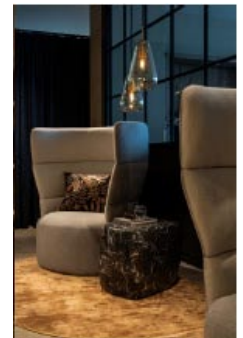
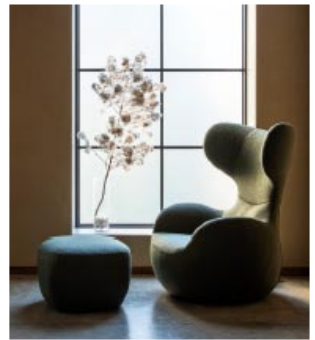
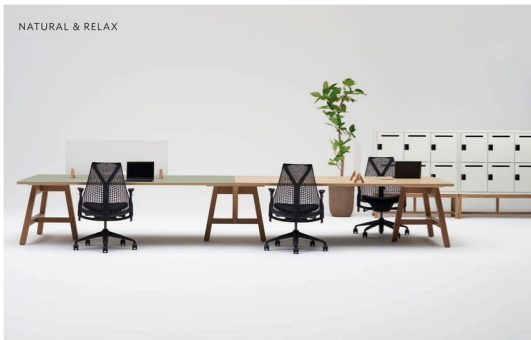
② Office FFE business

"Work Plus" is a unique product line that introduces borderless taste interior products between offices and homes. Based on the idea of ABW-Activity Based Working, we have selected and developed items and use a wide range of lineups such as custom-made furniture to propose not only to the ordinary office but also to the various workspaces such as set-up offices and co-working spaces. With providing this interior space, we deliver a high-quality space that combines "work" and "gathering" such as solo work, group work and communication.

Work Plus

by A S P L U N D

FLEX-WIZ



③ Lifestyle furniture business

We timely discover selected brands being conscious of overseas trends and introduce them to Japan market with customizing and branding. Utilizing the occasion of visit to the international exhibitions such as Maison & Objet, IFFS (International Furniture Fair Singapore), we seek for the potential brands suitable for growing up in the Japanese market and acquire the sole distributorship rights for branding and starting sales. Currently, the brands we mainly handle shall be "HALO", of which taste a solid and gorgeous British handmade, "XANDER DESIGNS", which is the furniture brand aiming to provide timeless and high quality design, combining various traditional techniques and modern 3D technology, "DAREELS", a Spanish brand of which taste combining old teak wood with European modern design. With keeping an eye on the trends of the times with the theme of "proposing value that is half a step ahead", we will continue to deliver the fun and joy of interior life to you as ever.

dareels
DESIGN, ART & SUSTAINABILITY

Bodhi®

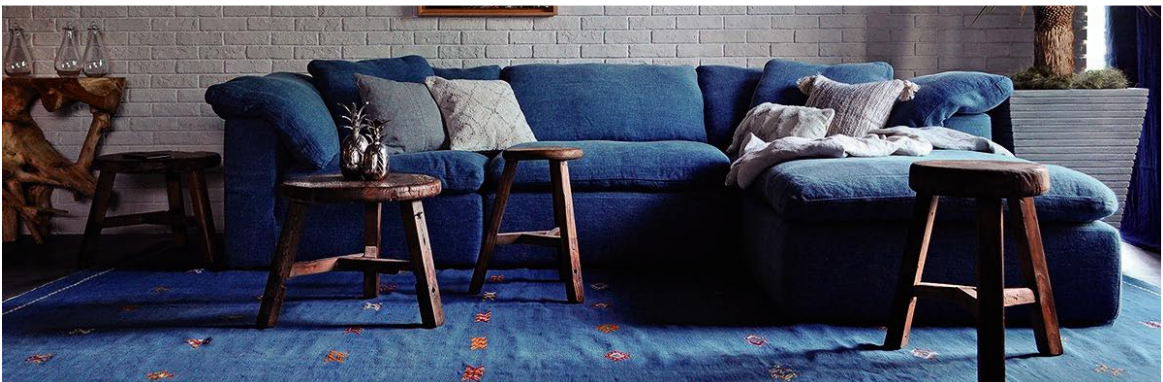
XANDER
DESIGNS

SQUARE
ROOTS

HANDMADE EGGS BY
LINE DESIGN

METALISTEM®

HALO



④ Lifestyle & interior goods business

We are discovering and introducing household goods and interior goods that mainly color the kitchen & table scene of daily life from all over the world such as Italian brand ARTE LEGNO and German brand REDECKER. In addition, we focus on Japanese manufacturing and technology, Made in Japan, and have launched "Homeland", which is a kitchen tool brand that develops original items with creators that are easy to use and long-lasting. We propose a rich lifestyle to live with comfortable gears.



⑤ Store business

S H O P

A S P L U N D

At the SHOP ASPLUND Ebisu, you can see our main import & original brands such as HALO. It functions as a shop for sensitive customers and also functions as a showroom where our guest actually touch the products during business negotiations to feel the world view of the brand as well as the materials.



TIMELESS COMFORT

It has passed 25 years since the first store was opened in Jiyugaoka, Tokyo. Timeless Comfort is a lifestyle shop that values ties with people and communities, with the theme of timeless comfort. We are handling various range of items from kitchenware to furniture interior selected from all over the world.



Jiyugaoka store



Minamihorie store



Roppongi store

Jiyugaoka store: 2-9-11 Jiyugaoka, Meguro-ku, Tokyo

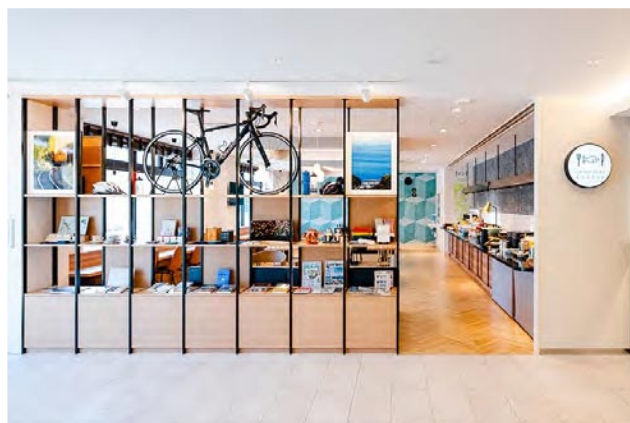
Minamihorie store 1-19-26 Minamihorie, Nishi-ku, Osaka-City, Osaka

Roppongi store: Tokyo Midtown 3F, 9-7-4 Akasaka, Minato-ku, Tokyo

<https://store.world.co.jp/s/brand/timelesscomfort/>

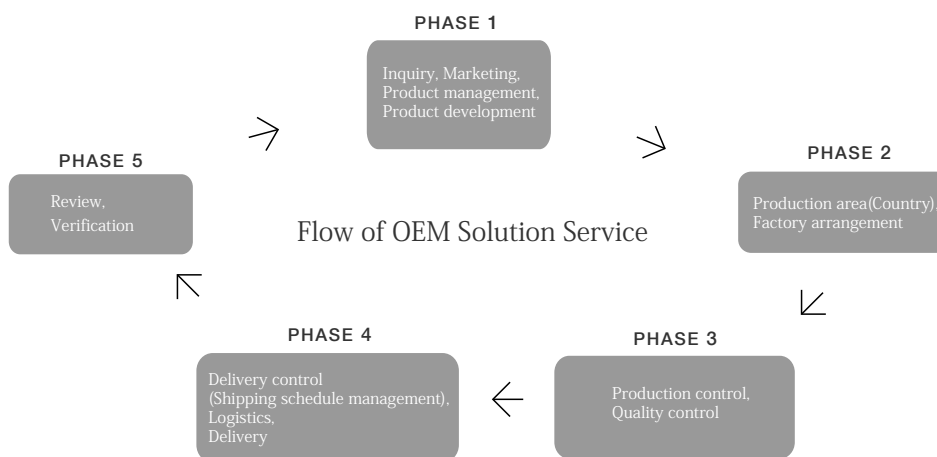
⑥ Design & Construction business

Design & construction dept. started by producing FFE for the World group's direct retail apparel shops and lifestyle shops. We have systematized and utilized the know-how we have cultivated through various projects and currently we expand the business to outside of the group to manufacture FFE for various shops, restaurants and so on. We provide indispensable and once stop service for creating an attractive space such as design, planning, production of FFE and interior work with utilizing the overseas partner factories that realize a short delivery lead time and high quality.



⑦ OEM solution service in each business

Making full use of our global network of overseas factories and local staff from Asia to Europe, we provide a variety range of services such as planning, development, manufacturing of products that match the trends of interior lifestyle goods and furniture by selecting the suitable factory and production system for the needs of customers that require high quality. In addition, we also provide a consistent solution service through the practice of supply chain management incl. quality control up to logistics.



About overseas network

Utilizing the domestic and overseas global networks that we have built up over many years of business, we provide total service of collecting information, planning, development, manufacturing and quality management incl. inspection.



Overseas partners and factory bases

- Philippines (Cebu, Manila)
- Taiwan (Taipei, Taichung, Tainan)
- China (Shanghai, Guangzhou, Dalian, Hong Kong)
- Vietnam (Ho Chi Minh City)
- Indonesia (Semarang Yogyakarta)
- Malaysia
- Thailand
- India
- Italy
- France
- Spain
- Belgium