

marna

T O K Y O 1 8 7 2

Company Introduction



marna
TOKYO 1872

Our product line covers kitchen, bath, cleaning, health and beauty care, and shopping bag.

Overview



Company Name: Marna Inc.

Offices: Tokyo Head Office

1-3-15 Higashikomagata, Sumida-ku, Tokyo 130-0005
tel 03 3829 1111 fax 03 3829 1100

CEO: Go Nagoya

Distribution
Center

256-6 Ushiku-cho, Ushiku, Ibaraki 300-1221
tel 029 872 0002 fax 029 673 7772

Year Founded: 1872

Overseas Office

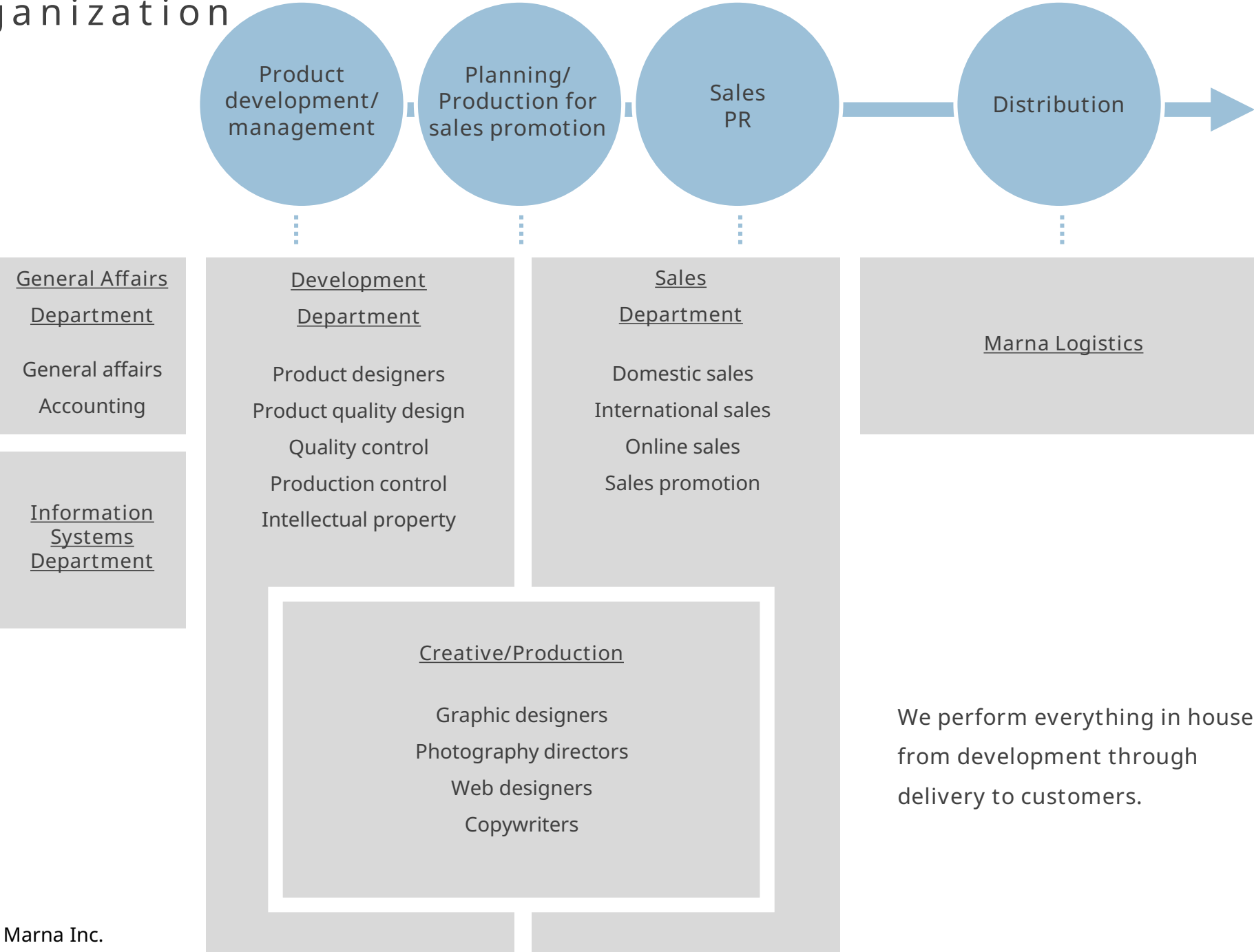
US, China, Hong Kong

Capital: 50 million yen



<https://marna.jp/>

Organization



We perform everything in house,
from development through
delivery to customers.



The beginning



We got its start in 1872.

Founder Toramatsu Nagoya encountered a brush for Western clothing possessed by a foreigner in Osaka.

He was deeply moved by the novel form, and he started to create brushes in that style, becoming the earliest domestic producer of brushes in Japan.

Our manufacturing began with an encounter with a single brush. We celebrated its 150th anniversary in 2022 while also branching into more familiar housewares.

150th



marna, always at your side.

いつもマーナ。

150
1872 - 2022



marna
TOKYO 1872

In order to be more like ourselves,
we updated our logo to reflect our ideas.



Philosophy

Design for Smile

Improving daily life.

Make each day a little fresher and full of smiles.

Marna wants to provide new experiences that move your heart.

We put our mind to each idea to improve your daily life.

Value



Better standard

A better standard

Marna provides staple products and completely new and unique ideas that move people's hearts, without being bound by genre or existing conventions.



New & Wow

New experiences

About our products

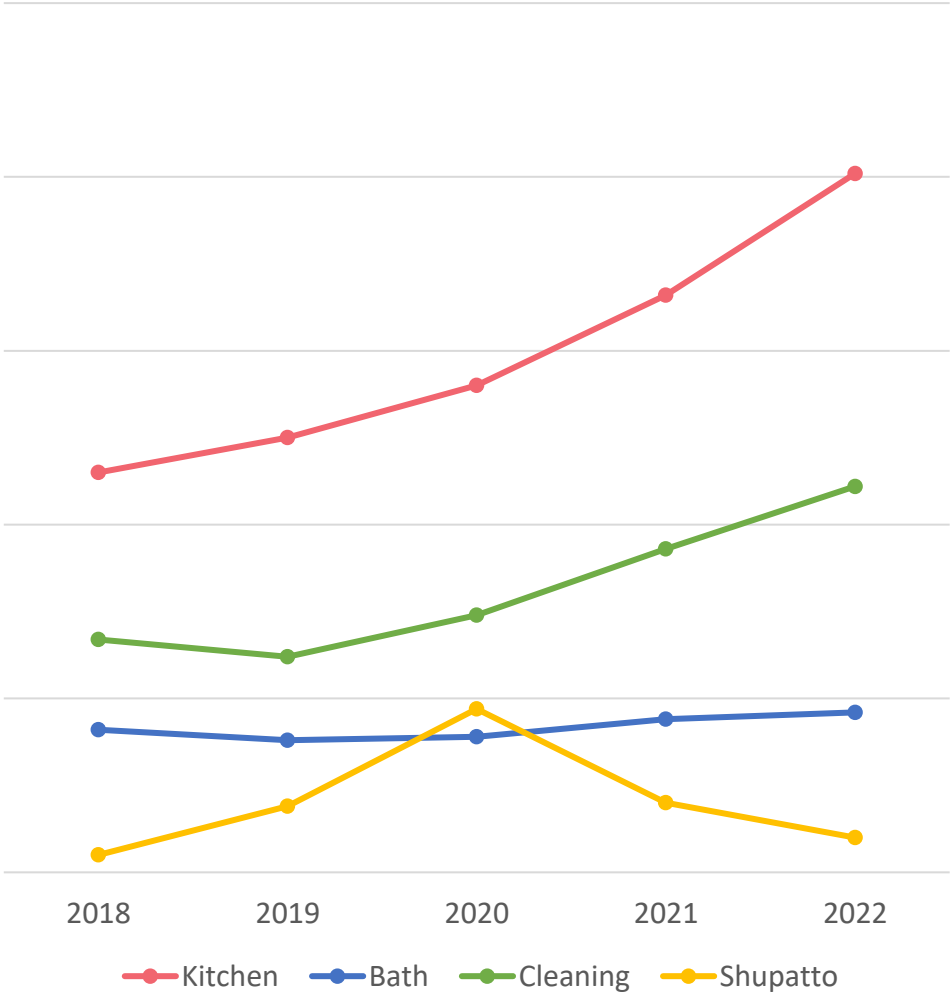
- Number of products
- (*as of February 2023)

267
products

464
SKUs

Kitchen	136	Kitchen	234
Bath	51	Bath	76
Cleaning	75	Cleaning	106
Shupatto	5	Shupatto	48

- Sales performance



Main established products



Popular products

KITCHEN



Popular products

BATH



Popular products

CLEANING



Shupatto

One-Pull Foldable Bag



Website



<https://marna.jp/>

Number of registered
members

57,000

(*as of June 2024)

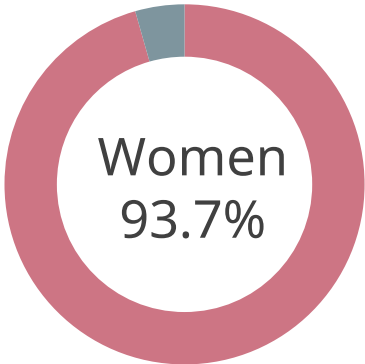
- Videos and photos of use
- Product explanations
- Special articles on the secret to development, etc.
- Customer reviews



@marna_inc

Followers 62,000

(*as of June 2024)



Women
93.7%

- ❑ Use of ambassadors
- ❑ Use of Instagrammers
- ❑ Promoting Reel videos
- ❑ Campaigns

Other SNS



Shupatto
brand site



Shupatto
Instagram



marna
official LINE