



**Azone**



Striving Beyond Creating "Joy" and "Inspiration"

Craft art with natural materials

**楽しさ、感動、創造以上**

**自然素材のコラフトアート**



By providing exceptional products and services to a diverse range of people from **A** to **Z**, we aim to immerse them in a creative '**ZONE**,' thereby achieving No. **One** performance consistently.

Founded  
15<sup>th</sup> NOV. 2011

Representative Director and President  
Kenji Yokozeki

URL  
<http://www.azone.biz>



Capital  
10 Million YEN

Head Office  
Tokyo, Japan

Business Scope  
Development,  
manufacturing and sales of  
toys, amusement machines,  
games, and educational  
software.

The treasured moments of being immersed in creating something. The sense of fulfillment that comes from decorating or using what you've made in your daily life. This is the kind of joy we want to share with everyone who holds an Azone product. We focused on natural materials such as wood, paper, and bamboo. We believe that engaging with these natural materials through the senses allows us to unleash the inherent creativity in "play." As you feel the warmth of these materials and incorporate diverse motifs—from history and culture to entertainment—into your world, you'll find rich, fulfilling moments open up for both adults and children alike. At Azone, we aim to bring joyful, meaningful innovation to people's lives and cultures through our small products.



# Corporate Philosophy

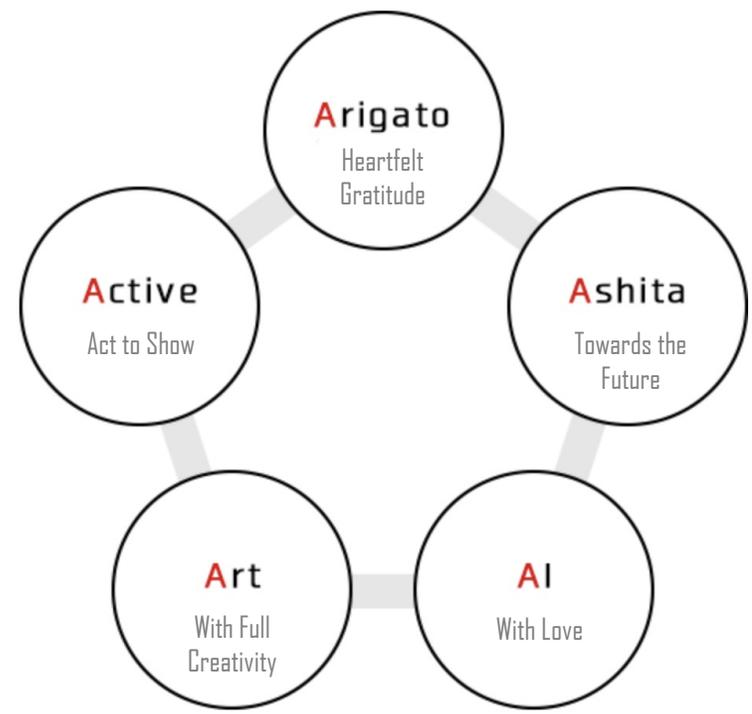
## Mission

Create cultural innovations,  
provide people around the world with  
the top "temporal value" and "spatial value"

## Vision

Continuously offering a flourishing and colorful life  
for A~Z varieties of people through  
the top performance of our goods and services

## 5A



# Corporate Advantage

## Product

ingenious craft products made with environmentally friendly natural wood, which the pieces are slot jointed together without the use of glue or tools.

## Expertise and know-how

Since our precision crafts manufacturing using laser machinery could be assembled without using any adhesive, and to ensure joint & seam lap closely and at the same time easy in assembly, we applied for a patent on a specially shaped what invented by ourselves. In addition, we are of the opinion that the know-how to integrate all parts on a same plywood and extend it to 3D was the world's No.1 technology.

## Superb Quality

- ✓ All products have obtained CE(EN71)/ASTM certification, and compliance with all relevant safety standards laid out in the EU Toy Safety Directive.
- ✓ Has obtained The FSC certification which is considered the "gold standard" designation for wood harvested from forests that are responsibly managed, socially beneficial, environmentally conscious, and economically viable.

## Creative Design

With sound experience in representing and cooperating with many other world-renowned international IP licensors. Outstanding ability of design and the original leading creative culture is also why many global famous enterprises trust us.

# 3 Brands

ki-gu-mi

Wooden Art

wa-gu-mi

Japanese Pattern

和

si-gu-mi

Paper Art

紙組



# TAKUMI

Direct-sale store

The brand names ki-gu-mi, si-gu-mi, and wa-gu-mi were created by Azone, drawing from Japanese terms meaning 'wood splicing,' 'paper splicing,' and 'traditional Japanese splicing,' respectively. 'Takumi,' also an original term coined by Azone, refers to 'a variety of splicing' and is a homophone for 'craftsman' in Japanese. In this way, ki-gu-mi, si-gu-mi, and wa-gu-mi contribute to and support the 'Takumi' system. They are unified under the 'Takumi' brand, creating a cohesive sense of brand identity.



JOY

Children-Friendly Items



JOY

Challenge  
Adults Items





JOY



Decorative &  
Functionality



# Experience

# JOY

Joy of Crafting



1

2



Excitement of Completion

Pleasures of Displaying



3

4



Pleasures of Using

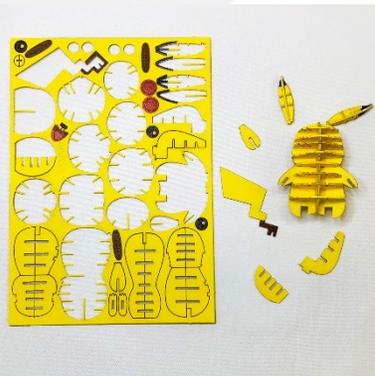
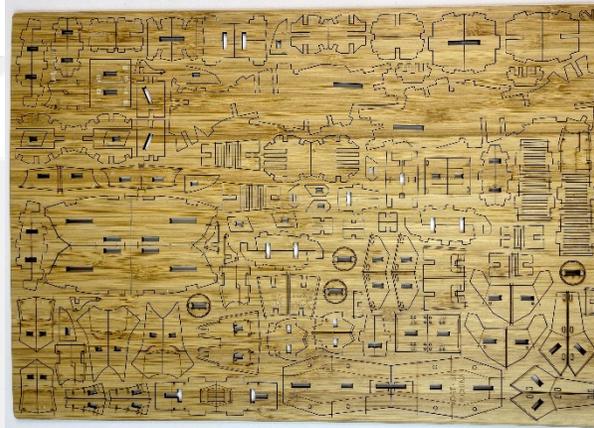
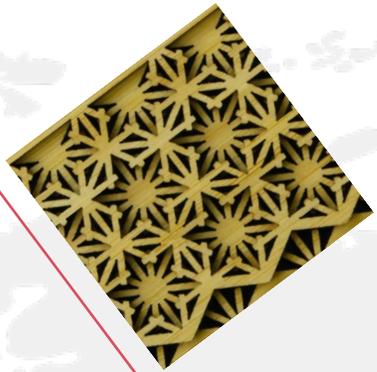
# Motivation & Original Intent

**Our founder, inspired by their professional experience, recognized that plastic toys are not only non-biodegradable but also among the most harmful pollutants, causing environmental damage throughout their lifecycle from production to disposal.**

**With this vision, we have championed environmentally conscious toys since our inception. We actively engage in sustainable development goals (SDGs) and strive to create products that blend aesthetics with functionality, offering both the joy of creation and the excitement of the finished product.**

**This commitment has guided us to develop our current range of products made from natural wood and paper materials.**

## *Inspiration*





Forest Stewardship Council®  
FSC® Japan National Office

商標使用承認番号: **N004118-22-01**  
発行日: 2022年11月14日

株式会社エーソー  
川田 ゆい 様

**FSC®商標使用承認書**

FSC 商標のご利用ありがとうございます。  
下記の FSC 商標使用広告を承認いたします。

商標使用の詳細	
商標使用者	株式会社エーソー
掲載媒体	リーフレット
対象商品	Ki-gu-mi (木製パズル)
使用商標	<input type="checkbox"/> 正式名称 "Forest Stewardship Council" <input checked="" type="checkbox"/> 略称 "FSC" <input checked="" type="checkbox"/> 広告宣伝用マーク <input type="checkbox"/> Forest For All Forever マーク
ライセンス番号	FSC® N004118
ライセンス期限	2027年10月16日

確認項目	
購入証明	<input type="checkbox"/> 未確認: <input type="checkbox"/> 以前確認済: <input checked="" type="checkbox"/> 提出書類: 備考欄記載の製品をサンプリングで確認
ラベル付き商品であること	<input checked="" type="checkbox"/> 確認済 <input type="checkbox"/> 不該当
ライセンス番号の記載	<input checked="" type="checkbox"/> 確認済 <input type="checkbox"/> 不該当
初出箇所または最も自立した箇所での商標記号®の使用	<input checked="" type="checkbox"/> 確認済 <input type="checkbox"/> 不該当
商標の適切な使用 (余白、大きさ、色、配置等)	<input checked="" type="checkbox"/> 確認済 <input type="checkbox"/> 不該当
FSC ヤマコについて適切な説明	<input checked="" type="checkbox"/> 確認済 <input type="checkbox"/> 不該当
備考	ビザの料塔、東京タワー、ワンピースコーピング、ロー号、ワンピース トラファルガー・ローの潜水艦

本文書は、対象商品の販売履歴に FSC 表示を付けることを認めるものではありません。  
本承認書と承認を受けた条件 (添付) は保管をお願いいたします。

FSC ジャパン (日本森林管理協議会)  
商標担当: 佐本なづ美

# Inspiration



Azone



Azone



Azone



GUNDAM



©創通・サンライズ



©創通・サンライズ



©創通・サンライズ



©創通・サンライズ



©創通・サンライズ



©創通・サンライズ



©創通・サンライズ

Azone



Sawrio



**Azone**



**Dick Bruna**



Azone



Pokémon

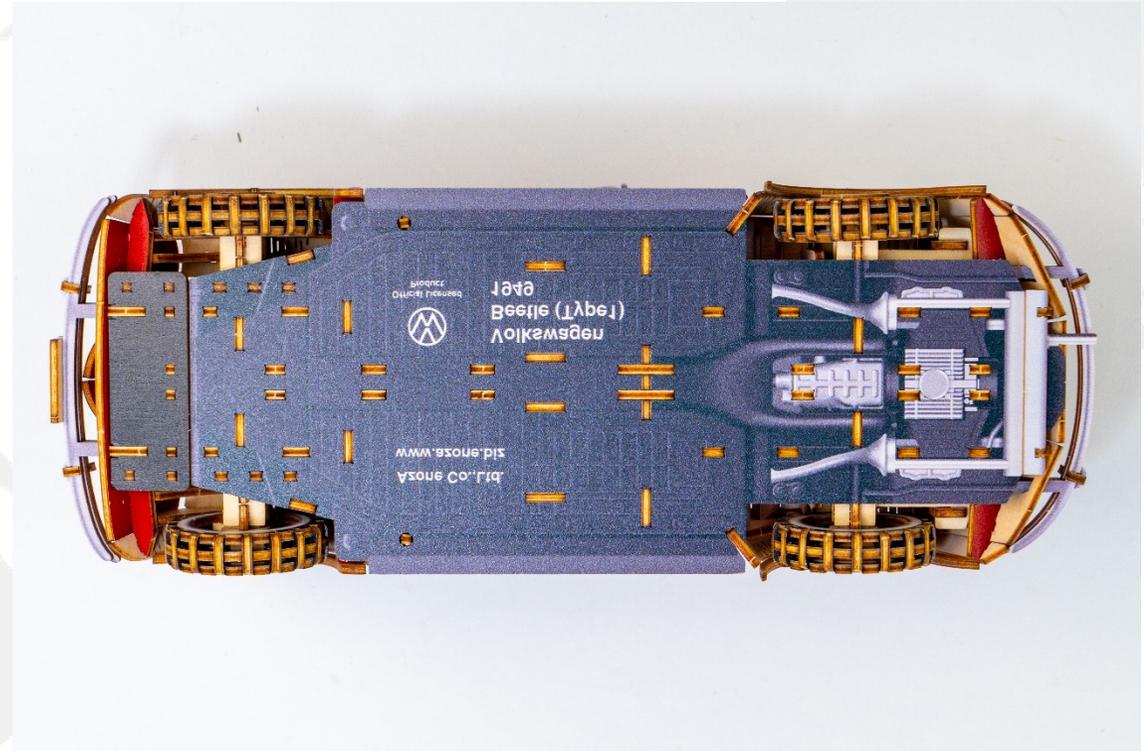


Currently available for sale only in Japan

Azone



# Azone



**Azone**





**Azone**

**THANK YOU**