



Like-it Co.,Ltd.

**"Like it" – is an innovative houseware brand
that elevates your lifestyle.**

**Like-it was created as a houseware brand
with the magic words, "I like it."
Design is the key to creating great products.
The design concept is based on useful,
rational and long-term use.
We strive to deliver products which fit people's
needs and lifestyle, thus enriching their lives.**

www.like-it.jp

About Us

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Brand Concept

“I like it”. - This magic word is our brand concept. We produce creative and original products based on this concept. Like-it values and provides sustainable and enriched lifestyles through our long-lasting products.

Like-it brand is an essential element of a comfortable lifestyle. Our belief is that using our products add joy and ease to your life. Housewares must be durable by using the right material and timeless design. Like-it brand values sustainable comfort rather than temporary gratification.

Brand Goal

Our goal is to be a global brand that is loved by people around the world. To achieve this goal, we strive to manufacture products with special care, thus creating a better lifestyle. Like-it brand continuously contributes to the world’s happiness, development of society and future of our planet.

Logo

Our logo consists of 2 words, “like-it”. It is very simple yet has a deep meaning. Grammatically speaking, it lacks a subject. We intentionally omitted it to create a space and allow you to freely place a subject. That space is for the consumer whom we consider as our partner in all stages from design development to delivery. Thus completing our true mission - to fulfill you, the consumers, needs for housewares and organized space in their daily life.



Sustainability

COMMITMENT

Through our products, we promote material circulation for a recycle-oriented society, and provide an organized and comfortable lifestyle. Also, we contribute to the development of molding processing in plastic industry and address social issue of preserving the environment.



Producing long-term use products

Product design is based on consumers and their needs. With this design concept, products last for a long time and provide a comfortable life. We put great care in producing long lasting products and process valuable resources without any waste.



Recycling system to reduce waste

We continuously aim to create eco-friendly production without any waste. We have our own equipment to shred wasted materials and re-pelletize them to reuse in the next production. We are also sourcing the wasted pre-consumer plastic from other factories and recycling them. All Like-it products include 30-100% of the recycled material.



Development of Cellulose Nanofiber (CNF)

We are developing reinforced biomass plastic with high strength and excellent properties. CNF is a plant-based ultra-fine fiber. We have succeeded in blending polypropylene (PP) with CNF. It is 3 times harder than polypropylene, and we are aiming to develop a material that is 5 times harder.



Development and productize of eco-friendly materials

We are developing and using eco-friendly materials such as plant-based biomass plastic, pre-consumer recycled plastic, and post-consumer ocean plastic. We contribute to the promotion of environment-friendly materials in the market.



Product



Stack-up Container

Sturdy and versatile container to bridge indoors and outdoors. Ridge design and High-grip bottom enhance storage freedom through solid vertical and horizontal stacking. Insertable Inner boxes also fit tight thanks to ridges.



Biomass Basket

Made from sugarcane-derived biomass material. A better choice for the future and reducing the usage of petroleum-based plastic without compromising the original quality and durability.



Closet System Drawer & Tray

Stylish and sturdy stackable drawers and trays with 3 different heights. According to your closet items, you can choose a tray, drawer, or the perfect sizes. Like-it inner organizer is compatible with it.



Modular Storage

Amazing modularity of drawers, trays, and baskets to mix and match. Smart way to customize your storage in closet, laundry, office and garage. Like-it inner organizer bins are available.



Food Storage Containers

Looks like an elegant glass container yet it is made from a unique lightweight high-water-repellent plastic. Thanks to it, easy to clean, stain resistant, and microwave safe. Modular and stackable design.



Colander & Bowl

6 international-award-winning product! Useful for various kinds of cooking. Flexible, microwave-safe, instant-water-drainage colander and stylish bowl which can use from kitchen to table.



Ice Ball Maker

Perfect 6cm (2.3") sphere ice maker. Easy and fun to make various recipes with it. Stackable and space-saving in the freezer.



Odor-Free Trash Bin

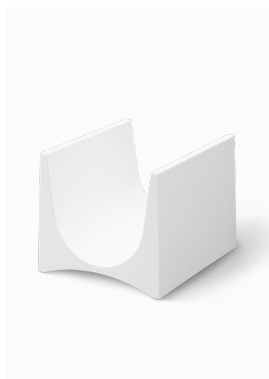
No odor leakage and no stress anymore. Silicone sealant tightly keeps odor in. Easy and quick bag change with a special structure. Slim and stylish design fits in the space and the interior.

Awards & Recognition

We believe that design is more than just aesthetics but also creating something that provides value and solutions to the user and environment.

Since its inception, Like-it has believed in the potential of great design to change the face of housewares and people's lifestyles.

We continue to express the true meaning of designs through our products.



Corporate information

Corporate Profile	Company name	Like-it Co., Ltd.
	Date established	December, 1986
	Capital	¥10,000,000
	CEO	Kazuki Yoshikawa
	Number of employees	30
	Products & Services	Responsible for sales of Yoshikawakuni Plastics Industries, Ltd's houseware products.
	Office	Nara Head Office 814-1 Kamori, Katsuragi, Nara, Japan, 639-0271 Tokyo Office Tsunekura Bldg.4F, 2-20-6, Kanda Jimbocho, Chiyoda-ku, Tokyo, Japan, 101-0051
Affiliated company overview	Company name	Yoshikawakuni Plastics Industries, Ltd.
	Date established	January, 1932
	Capital	¥20,000,000
	CEO	Toshiyuki Yoshikawa
	Number of employees	112
	Products & Services	Planning, manufacturing and sales of plastic housewares
Corporate Philosophy	1. Customer satisfaction 2. Product development 3. Immediate execution and practice 4. Focus on self-improvement 5. The spirit of harmony	
Management Philosophy	1. Provide comfortable and reasonable living through our innovative products. 2. Continuously produce products which are chosen and loved by consumers. 3. Pursue the overall wellbeing of all employees.	
Corporate Vision	To provide storage solutions, warm and comfortable living through our innovative products.	



Like-it Co.,Ltd.

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www.like-it.jp/en



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like-it official account