



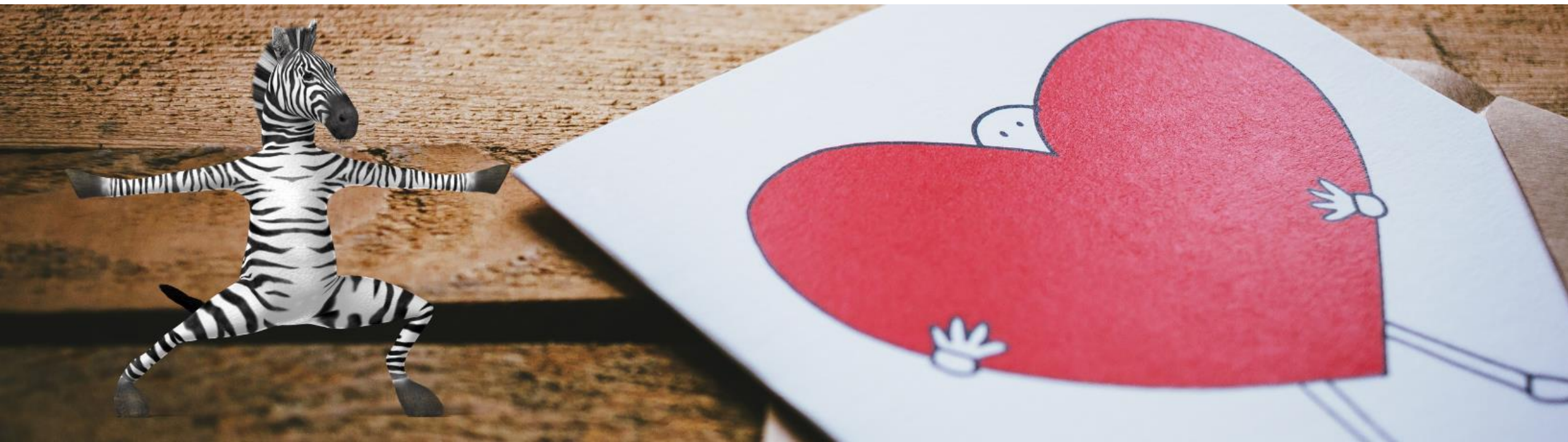
ZEBRA PEN company

Open your imagination.



*When you write or draw by hand, your pens are in
sync with your heart...*

...that's why writings and drawings are so inspiring. A single pen, like opening a door, opens your heart, giving life to inspiration, imagination, and new dreams. Believing in the power of the pen, ZEBRA will continue to spread the joy and unleash the possibilities of writing and drawing by hand.



Our history

- 1897 Zebra Co., Ltd. was established in Japan in by Tokumatsu Ishikawa (126 years ago)
- 1914 ZEBRA brand is trademarked
- 1959 ZEBRA marketed its first ballpoint pen
- 1965 ZEBRA marketed its first felt-tip pen
- 1979 New HQ opened in Tokyo
- 1982 ZEBRA Pen Corp US established
- 1990 Established a laboratory building in headquarters site to reinforce ability to develop new products.
- 1992 UK subsidiary established
- 1995 Canada subsidiary established
- 1998 Mexico subsidiary established
- 2015 Singapore subsidiary established
- 2020 Hungarian branch office established (responsible for EU markets)



The legend of ZEBRA trademark

The ZEBRA trademark was adopted in 1914. Legend has it that Mr. Ishikawa, founder of ZEBRA Co. Ltd., wanted a company name that would be memorable and also appropriate for their export business to other countries. He took an English/Japanese dictionary and, opening it Japanese style from the back, started with the "Z" words. He stopped at „zebra".

Mr. Ishikawa found that zebras are gentle animals with a strong family herding instinct. This was an important attribute, since he wanted to build a business in which employees and customers were all part of a family-like culture. The fact that the zebra looks like it is decorated with large calligraphic pen strokes may have also appealed to the visual image he was seeking.

The name ZEBRA is as unique as the products we sell. ZEBRA offers an extensive line of writing instruments including ballpoint pens, highlighters, mechanical pencils, gel pens, rollers, markers.



Our values

*We base the past, present, and future on the needs of our customers
and the ideas and creativity of our employees...*



OUR MISSION

We are committed to innovation, quality, and excellent customer service. Our future will continue to be shaped by the evolving needs of our consumers and customers as well as the ideas and creativity of our people.



OUR VISION

We empower people to fully capture and express the moments in life that are the most important to them.



OUR DRIVERS

- Integrity
- Innovation
- Quality
- Value
- Excellence in Customer Service

Quality

At ZEBRA we pride ourselves on delivering products of quality and innovation to the writing instrument category. We strive to achieve quality on all levels of production starting from design, to manufacturing, to packaging, to distribution and support.

The interpretations of the quality:

- Distinguishable - Characteristics or attributes found only on ZEBRA products
- Dependability - Meet and exceed customer's expectations
- Prestige - Stylish design and perceived value



Environmental policy

ZEBRA Co., Ltd. works to spread a "Harmony of challenge" that will inspire creativity throughout the world, through the "Harmony" and "Challenge" of the people using our writing instruments. In order to address the global environment of the future, as well as strive for the evolution and harmony of writing instruments, we have established the following guidelines:

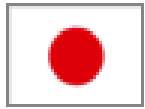
- We promote the use of sustainable resources and manufacture environmentally friendly products
- We comply with applicable environmental laws and regulations, as well as other requirements that we have chosen to respect
- We strive for the efficient use of energy and reduction of carbon dioxide emissions
- We make efforts to promote resource conservation, waste reduction and recycling
- We are working to protect biodiversity and the ecosystem
- We promote environmental education and in-house communication efforts to raise the environmental awareness of our employees



Production

We give shape to the needs of time!

The heritage of our craftsmen's expertise combined with state-of-the-art technology enable us to make world-class Japanese quality pens. We have several locations through the world where our products are made. Our products are of high quality and go through vigorous testing for quality and assurance before even the name ZEBRA is on the pen.



Japan



Indonesia



Mexico



China



India



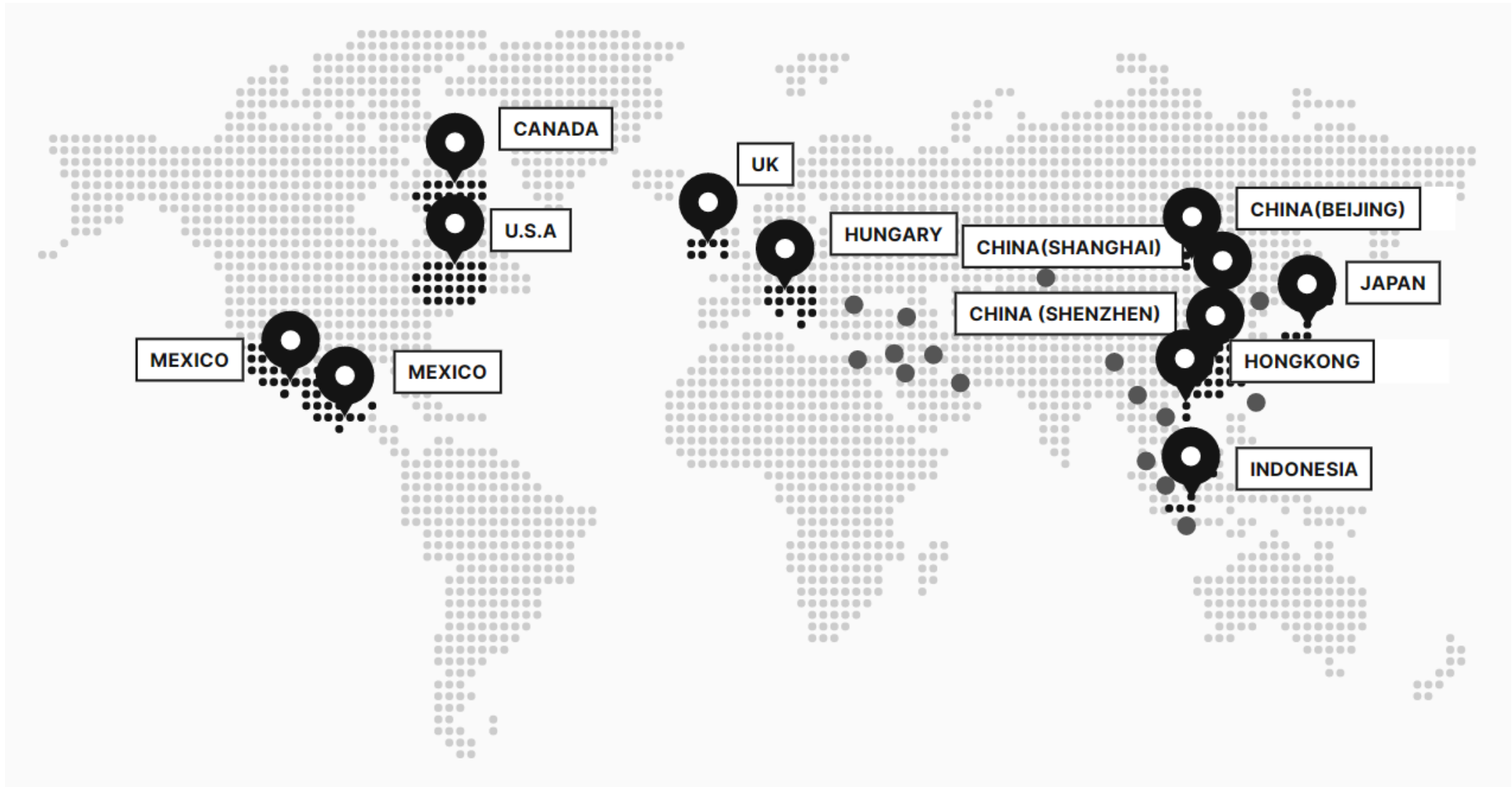
Malaysia

ZEBRA retains its domestic production base reflecting our determination to promote Japanese quality all over the world. Nogi Factory was established in 1966 equipped with modern facilities. The factory obtained ISO14001 Certification in 2002.



Around the world

The pen is the universal language of the world...



Core ZEBRA brands

It's the right pen for any job

ZEBRA steel pens are stylish and highly functional. These durable pens make a statement before you even write a word. Combining style, strength and value, a steel pen ensures your writing comfort with industry-leading precision and stability.

STEEL



Say goodbye for smears

Sarasa is a smear-proof gel pen with more than 20 vibrant colors. The ink is unique which features smooth ink flow and fast-drying qualities. The pen has comfortable grip, wide barrel, with retractability. Featuring the fast-dry ink and smear-proof technology, Sarasa pens are ideal for avid writers, lefties, and those who just can't wait to make their point.

SARASA®



Core ZEBRA brands

Simplify. Organize. Create.

Providing the perfect pop of color, the Mildliner Highlighter and Brush Pens feature a soft mild colored ink. They are versatile tool that adds fun and color to your planner, notes, drawings, lettering, and more! Due to the double ended design they help to fulfill your creativity.

MILD LINER™
— HIGHLIGHTER —

MILD LINER™ *Brush*



Go with the flow.

Where simple style meets high performance. Get the job done right every time with a reliable, smooth-flowing pen. It's the everyday value pen that you'll reach for time and time again. You won't sacrifice comfort, thanks to a rubber grip and metal clip that add comfort and convenience.

Z·Grip®



Contact us!

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手書きは伝わる。

*Writing speaks
to the heart.*

THANKS FOR YOUR ATTENTION!

