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# TABA BRUSH Co., Ltd.



State of flocking of natural bristles

## Main Services

Manufacturing of toothbrushes

## Main Clients

Manufacturers of toothbrushes and household items

## Main Products

Toothbrushes for general consumers, Business use toothbrushes (for accommodation)

## Company overview

Address / 4-2-38, Kyuhoji, Yao City, Osaka 581-0072

Tel / +81-72-922-3429 Fax / +81-72-922-3580

Foundation / May 1949 Establishment / May 1949

Capital / JPY 10 million Employees / 2

## Manufacturing of toothbrushes

# Supply original products with flocking technology for natural bristles of toothbrushes

### Market development

## Commoditize natural bristles toothbrushes for toy dogs

In 2019, they put natural bristles toothbrushes for toy dogs called “Migakende” as their first original product on the market and sell it at pet salons and shopping websites. Toothbrush for pets using natural bristles are the first product in Japan.

And they are the first company to produce toothbrushes especially which is flocked goat hair which is delicate and soft. They stock 3 kinds of softness of

hair. Through challenging to the pet market, it created connection to cooperative companies and could build an integrated system for manufacturing toothbrushes. They reconsidered the way information sharing should be among employees and putting effort on consolidation for quality control and complaint handling. From now on, they are focusing on developing products to meet demands of consumers’ needs and troubles. In addition, they are planning to expand their business to new fields other than toothbrushes with cosmetics manufacturing permission which they gained to produce products with toothpaste.