

Press Release

To the press and whom it may concern

Feb. 2019

Kobe Match Co.,LTD.

***Hibi 10MINUTES AROMA*, the incense brand requiring no lighting device, introduces “*deep.*”, a new product line for sharpened senses, in Japan and Europe simultaneously in February.**



In February, Kobe Match Co., Ltd. (Address: Taishi-cho, Ibo-gun, Hyogo Prefecture / Representative Director: Masafumi Sagayama) introduces *deep* a new product line from the original incense brand *hibi* requiring no lighting device, at *Ambiente*, the world's leading trade fair of lifestyle interiors. “*deep.*”, specially targeting men among frequent users of incense, proposes sober, deep and wild fragrances such as amber, oak moss and cedar, which differ from green and floral notes familiar with standard products. This new series enriches personal time of those who seek to enjoy originality and authenticity in lifestyle such as fashion, interior design, food and culture.

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Selected for the special exhibition at *Ambiente*, the world's leading interior trade fair

Since its debut in 2015, *hibi* has attracted attention from European buyers through

trade fairs in France and Germany, and it has now been selected for the special exhibition, *Ambiente Trends*, at *Ambiente* (Frankfurt, Germany) in 2019. This is a dedicated exhibition zone featuring trend-setting products selected by prominent German designers, and *hibi* is likely to further attract attention along with a spatial presentation of the zone.

<http://www.ambiente-trends.com/2019/en.html>



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Fragrance that transforms the colour of time into something deeper and more dramatic

Hibi for those who value simplicity and authenticity in style



hibi deep. regular box

Proposing three different fragrances: passionate and wild amber, mysterious oak moss, and cool cedar

8 sticks with a non-flammable mat tray



hibi deep. gift box

3 scents boxes and a non-flammable mat tray

■ **"hibi" brand summary**

~ A new way of enjoying incense, born from the encounter of two traditional industries of the Hyogo Prefecture ~

Kobe Match Co., Ltd. with a long history of match manufacturing based in Harima of the Hyogo Prefecture and *Daihatsu Co., Ltd.*, a long-established company which continuously manufactures innovative products in Awaji Island, a major manufacturing center of incense, met, developed products for a period of about 3 years and commercialized the brand in April 2014. Its unique concept of "lighting incense as if striking matches" is supported by a high degree of technical know-how ensuring both the solidness, preventing the sticks from breaking when striking, and the burnability.

■ Our thoughts put into the “hibi” brand

The brand name “hibi” means “day to day” in Japanese. We named it, hoping that the product will be kept by one’s side and enjoyed freely every day according to one’s mood and occasion. The product logo is formed by doubling a Chinese ideogram signifying “day,” expressing a basic product concept that is stylish and simple without flamboyance. We aim to make the “hibi” brand a synonym for incense and widely accepted by consumers in Japan and overseas.

■ Contact us

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