



HAKUSAN

Innovation and Quality

from

JAPAN

“Make Your Time with Your Dog More Fulfilling and Exciting.”

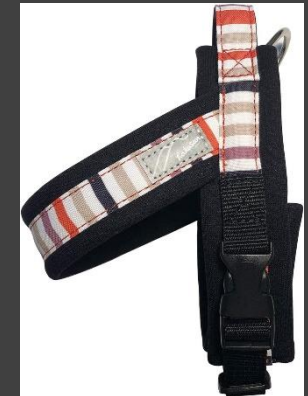
STRENGTHS OF HAKUSAN PRODUCTS

Uncompromising Quality and Best Comfort

We aim to provide our four-legged friends and their human companions with **ultimate comfort**.



Our focus in developing products is that every our product is **gentle on dogs' skin, has less strain or pulling, and is designed to be easy to put on and take off.**



We use **the best materials currently available** to make our products comfortable, and durable at the same time.

OUR DESIGN CONCEPTS

“Zero-Pressure = Comfort-First” Principle

Many of our harnesses, leashes, collars or dog clothes are lavishly cushion-padded to provide dogs with best comfort. Their softness, suppleness and ample cushioning property are incomparable.

Absolute High-quality: Japanese-born brand

We prioritize quality before all things and are ready to sacrifice other secondary elements to assure this.

Unequaled lightweight quality plus incomparable heavy-duty capacity

Our uniqueness: Hakusan products meet the contradictory demands of extreme “lightness” and lasting “durability”. Some of our best-selling harnesses can be defined as “ethereally light”, an essential quality that contributes to minimize pressure on dogs’ body. The enormously popular, lightweight and yet heavy-duty Zero Harness is the best example of this. Extremely lightweight and supple, while being sufficiently heavy-duty and durable. We realize both.

Never-before-seen colors, patterns and shapes

Comfortable to wear “Just Fit” harness with a cheerful tropical “Aloha” pattern printed on it, innovative “Zero(-pressure)” harness decorated with the stylish “GRAFICO” pattern created by a Finnish design studio, stripe patterned leashes and harnesses, 100% made-in-Japan premium quality harnesses, a compact foldable dog stroller with EVA wheels and pneumatic Tires: all our original dog supplies are born out of our unique, creative design concepts.

Innovation, inventiveness and creativity

Innovation, inventiveness and creativity are our motto that we always bear in mind in our product development. We do not hesitate to adopt even unusual or uncommon materials or design patterns if they are good. All our quality-centered original products are perfected after years of research and development efforts.

NORDIC CONNECTIONS

While being clearly conscious of our identity as a Japanese brand, we also draw inspirations from our **Scandinavian connections**: our collaborative projects with the Finnish design studio RATIA and Swedish designers crystallized into a **never-before-seen combination of meticulous Japanese designing and distinctive, pleasant Scandinavian taste.**



HAKUSAN IN JAPAN AND IN THE WORLD

We are one of the **fastest-growing, emerging dog brands in Japan.**

Our **quality-centered 100% Japan-designed or Japan-made products** are enjoying more and more success among customers and that proves their superiority in our domestic pet market, in which foreign brands largely prevail and consumers are extremely quality-conscious and demanding.

Over the last years, we have **successfully expanded our export sales in several Asian countries, mainly China, Korea and Singapore**, where they are highly appreciated, and we are now working on sharing our products in more and more countries in the world.



OUR GOAL

HIGHEST QUALITY & CONSTANT IMPROVEMENT

As an importer and distributor of pet supplies, our basic company philosophy has always been to provide high quality products from all over the world.

We constantly deepen our research of contemporary dog supplies in the world so we are always up-to-date.

Through our sales channels in Japan we also get direct feedback from the end-users. We keep developing and improving Hakusan products based on our research and feedback from the consumers.



HAKUSAN TOP SELLING PRODUCTS

Through our direct shopping site, we get direct consumer feedback. The end user feedback is important for us for our constant improvement.



ZERO HARNESS



JUST FIT HARNESS



GENTLE-FIT SOFT DOG COLLAR



ZERO JACKET

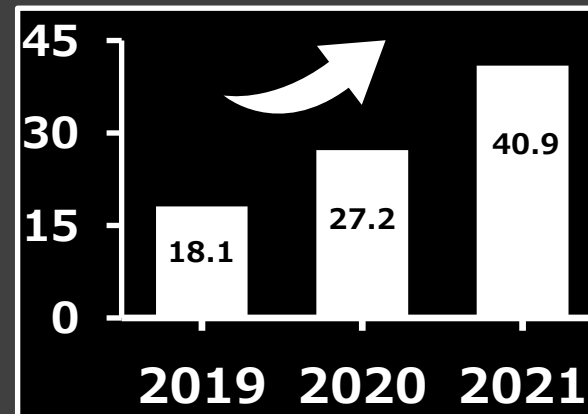
We established our brand “Hakusan” based on our years of experience of importing worldly famous pet brands from around the world.

We make full use of this unique multi-year knowledge and knowhow to create the very best on dog gear market, with the concept “make your time with your dog more exciting and fulfilling”.



Hakusan: Fast-Growing and Thriving Brand

Hakusan sales amount more than doubled over the last 2 years



Hakusan annual sales amount (million JPY)

Number 3 popularity after Julius-K9 and Hurtta

	Brand	Sales amount
1	Julius-K9	38,710
2	Hurttta	22,139
3	Hakusan	15,168

2021 top 3 best sellers at our online shop “1st Dog Café”

OUR RETAILERS



AEON PET is the best largest pet specialty retail chains in Japan with 200 shops across the country.

<http://www.aeonpet.com/>



PEPPY is the best popular pet shopping magazine in Japan. A customer can take a Peppy magazine copy in most Japanese animal hospitals.

<http://www.peppynet.com/>



HANKYU is one of the most popular department stores in Japan. This shop is specialized in high-quality, high-grade goods.

<http://www.hankyu-dept.co.jp/>

We have more than 200 retailers.



PET FOREST has 20 shops



TEN·TEN has 10 shops