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## KOKUYO's Initiatives and History

Date

|      |  |      |  |      |  |      |  |
|------|--|------|--|------|--|------|--|
| 1905 |   | 1914 |   | 1959 |    | 1965 |             |
| 1908 |   | 1932 |   | 1960 |    | 1966 |            |
| 1913 |   | 1956 |   | 1964 |  | 1975 |           |
| 1905 | Zentaro Kuroda opened the Kuroda Ledger Cover Shop, a shop manufacturing covers for Japanese-style account ledgers (wacho) | 1914 | Company name changed to Kuroda Kokkodo.<br><br>Started production of accounting slips, invoices, duplicate copybooks, and letter paper | 1959 | Survey field notebooks released  | 1965 | Steel desks released   |
| 1908 | Production of wacho began  | 1932 | Stationery pads with high-quality colored paperboard released  | 1960 | Entry into the office furniture business<br><br>Filing cabinets released             | 1966 | Office swivel chairs released  |
| 1913 | Production of readymade Western-style account edgers began   | 1956 | Flat files released  | 1961 | Company name changed to <i>KOKUYO Co., Ltd.</i>                                      | 1969 | Japan's first Live Office is born  |
|      |  |      |  | 1964 | Scrapbooks released  | 1975 | Campus Notebooks released<br><br>Started manufacturing of furniture for educational facilities |

|      |   |      |   |      |   |      |   |
|------|---|------|---|------|---|------|---|
| 1981 |    | 2003 |                          | 2009 |       | 2017 |    |
| 1983 |   | 2005 |                          | 2015 |      | 2018 |    |
| 2000 |    | 2008 |                        | 2016 |     | 2019 |  |
| 1981 | KuruKuruMeka (adjustable child desk) released   | 2003 | KOKUYO K Heart established<br>"Kadokeshi" plastic eraser released   | 2009 | Harinacs (staple-free stapler) released   | 2017 | <b>Shop and ca THINGS*</b> opened<br>Office chair "ing" released                      |
| 1983 | File box FS released  | 2004 | Segmented all KOKUYO Co., Ltd. businesses into separate companies and moved to holding corporation system | 2011 | Shares of Camlin Limited, India, acquired and its company name changed to KOKUYO Camlin | 2018 | Adhesive product brand "GLOO" released  |
| 1996 | Established overseas group companies and started manufacturing, sales, and import and export operations of stationery and furniture | 2005 | 100th anniversary with the redesign of the company logo<br>Dot Liner (glue tape) released                 | 2013 | Kaucore launched  | 2019 | Launch of IoT-powered stationery: Shukudai Yaruki Pen                                 |
| 1998 | Initiatives for Universal Design began  | 2006 | KOKUYO invested in Actus Co., Ltd.  | 2015 | Businesses reintegrated<br>"DAYS OFFICE" furniture brand launched                       |      |   |
| 2000 | Kaunet established<br>"PunyoPunyo Pin," universal design-compliant thumb tacks released   | 2008 | The Eco X-mark initiative began<br>Picture book series "The Face Notebook" released                       | 2016 | In-house office bag Mobaco released   |      |   |
| 2002 | KOKUYO DESIGN AWARDS began  |      |   |      |   |      |   |

## Evolution of Campus Notebooks

Campus Notebooks has continuously evolved to accommodate the needs of users.

1975



### 1st-generation Campus Notebooks

In 1959, “thread-less binding” notebooks, which were completely different from the then mainstream thread binding notebooks, were commercialized. This series of Campus Notebooks were launched for students throughout Japan.

1983



### 2nd-generation Campus Notebooks

This series were marked with “A ruled line” and “B ruled line” in alphabets and images of ruled lines on the cover page to make it easy to find at stores. This series, with a new logo and casual and long-lasting design adopted, also gained a foothold among working people.

## Evolution of the Live Office

Applying the results of research on making things, creating spaces, and working styles to make available the results in the form of a showroom.

1969



### Japan's first Live Office

Japan's first Live Office is born. Our own KOKUYO designed office becomes a *live showroom* allowing visitors to see how our employees actually work using our products.

1990s



### Large-scale free-address office

KOKUYO is one of the first to catch on to the evolution of devices, and implements *the free-address office* where employees share space and no longer need their own individual desk.

1991



**3rd-generation Campus Notebooks**

This series was designed with attention to details for greater originality, adopting vivid colors that were not used in previous-generation products and a drastic change of design with the logo placed vertically.

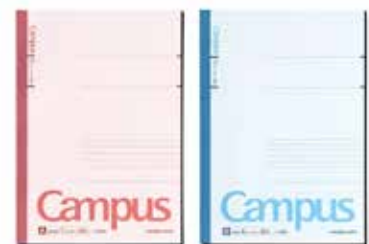
2000



**4th-generation Campus Notebooks**

In order to improve customer satisfaction, this series was developed after thoroughly researching materials. As a result of continuous efforts, we succeeded in developing a new type of cloth that is tear resistant even after the notebook is filled up to the last page.

2011



**5th-generation Campus Notebooks**

Changing the surface finish of the spine cloth made it easy to use pens to write on this series. Also, changing the specifications of base paper and ruled lines of the pages made the notebooks easier to draw lines on and use.

2000s



**Large-scale all-wireless LAN office**

A wireless LAN system allows staff free movement anywhere inside the company. The practical use of IP mobile phones enables cost down.

2010s



**Offices supporting cloud work**

By making the best use of evolving cloud support, better team communication is established. A new way of connection to outside the company is also created.

Now and in the future



**New and Better Experiences Office**

As society becomes increasingly uncertain and changeable, the role of the office as a space that accelerates inner creativity has grown in importance. For this reason, at KOKUYO we are proposing a new way of working that offers "new and better experiences."