

# Junno Design LLC



## Sustainable Production for Better Life and Environment

### Outline of company

Name: Junno Design LLC

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Business outline: Design, production and sales of furniture, cutting boards, waxes, applicators with sponge, etc.



Junno Design LLC designs and produces furniture and cutting boards as well as waxes and applicators with sponges to care them.

We started this business when we faced the reality that rainforest in Southeast Asia is declining every year. Many houses made of luxury timbers from Southeast Asia are abandoned, because no resident lives anymore. We process such timbers as recycled materials and produce sophisticated furniture and interior goods with designs, thereby contributing to the preservation of forest resources.



Before I came to Japan, I used to produce and sell furniture and cutting boards in Malaysia. Luxury hardwood recycled materials from Malaysia used as materials are characterized in high density and robustness. While we design products in Japan, they are still produced in our own factory in Malaysia.

Since waxes for care are made of Japanese beeswax, they do not contain petroleum-based materials and are friendly to the human body and environment. Food hygiene standards in Europe are known to be very strict, but our products are so safe that they satisfy such standards. Consumers can use our products without fear for care of cutting boards that have a contact with foodstuff and wooden toys that children may put in the mouth.

## Start of business in Fukuoka

Performance and quality of Japanese products are highly appreciated in the world. We came to Japan with admiration for Japan's technological capabilities. Currently, our products are sold on Internet shopping sites and by retailers. We feel that overseas customers have more trust in us, since we have moved to Japan and produce and sell products as a Japanese company.

Before we started this business in Japan, we were wondering in which city we should establish a base. Since there is good distribution infrastructure, it is not necessary to do everything from production to sales in big cities or neighboring cities in Japan. When we started to collect information through the Internet and other sources, we came to know that Fukuoka is an excellent city for start-ups. Moreover, we chose Fukuoka, because it is likely to be able to strike a balance between business and private life. In Fukuoka, you can live comfortably, because the nature and living environments are close, people are nice and there is a plenty of delicious food and sake.



## Support and cooperation from partners

When we do business in Japan, it is complicated to obtain or renew our resident status. Although we only receive the resident status for one year (in principle), a bank requests us to create a business plan for 3 years if we want to apply for loan. In some cases, the resident status for 3 or 5 years is given, but in most cases, we need to renew it every year. We have to create a business plan with a view to a couple of years ahead, although we do not know how many years more we can stay in Japan. This makes it difficult to have a long-term vision.

Moreover, it seems that the Japanese are still not accustomed to business done by foreigners in Japan. When I applied for an office lease agreement and a loan agreement, I have frequently felt that the fact that I'm a foreigner was an obstacle.

The reason why we could overcome such difficulties is that we met advisors of the Fukuoka Foreign Trade Association. The Association gave us a great help in introducing tax accounts specialized in support for foreigners and experts in trade procedures as advisors. Finding partners and supporters who understand start-up by foreigners is the first step of doing business smoothly.



## Sustainable production

Our products pay attention not only to safety but also design and intend to improve the people's quality of life.

As for future business projects, we will develop products utilizing wooden masu (box) for wax containers and sell them in Germany. We are entering into a plastic-free world so that we can do business in other countries where efforts for the elimination of plastic are made more actively. Japanese-style containers (masu) and Japanese-taste illustrations applied thereon can appeal materials and technologies unique to Japan.

Moreover, we are making prototypes of applicators and cutting boards and producing them, taking advantage of abandoned bamboo forests in Kumamoto. We expect that this results in the development of new products and the solution of problems of abandoned bamboo forests in those areas.

The theme of our company's manufacturing is "sustainability" in which we find a possibility of using timbers which are not employed, although they have the value of use, with the aim of adding new values. We continue to create what is new, hoping that our company's philosophy, "products that enrich people's life", results in "preservation of natural environments from which we benefit in daily life."

