

Handcrafted bags

Design, manufacturing and sale

yuri

We hope to continue as a company
with a strong Japanese spirit.

Management Philosophy



This is a calligraphy work produced by the abstract painter KEIKO BANKEI, a master of artistic expression.
This present given to us of the word “創造” (creation) represents our company philosophy of “From Production, New Creations”.

創造

The Spirit behind Japanese Quality

We hope to deliver the spirit of Japanese craftsmanship to people all around the world. With this in mind, we have selected materials from countries across the globe and, based out of our factory in Da Nang Vietnam, have continued to deliver Yuri-made, Yuri-quality bags to our customers wherever they may be.

Are you familiar with a place in Japan called “Toyooka”?

This land has over a 500 year history of bag making, and we are here today carrying on in this tradition. Surrounded by exquisite nature, Toyooka offers the ideal environment for craftsmanship. Beginning with major material suppliers for items such as fabrics and metal fittings, Toyooka carries services for processing, sewing and machinery maintenance as well as for the arrangement of secondary materials such as fasteners, core materials and thread. With almost the entire process of craftsmanship being completed here, this land truly gives rise to regional production.

Through the high level of skills we have cultivated over the years in this region, we have succeeded in earning the trust of our domestic customers in Japan as well as built up an impressive portfolio.

Now 50 some years since our founding, with bases in both Japan and Vietnam, our craftsmanship continues to deliver high quality bags to our clients around the world. Carrying out production with a domestic network of 2 company bases and 15 partner factories and one international base in Vietnam, we hope to deliver even more of our products to customers across the globe using the delicate, respectful spirit of Japanese craftsmanship.

Company Profile



yuri

We are a bag manufacturer born in Toyooka; a land with a rich history in regional handbag production. At Yuri, we craft a full range of casual bags and business bags as well as produce wallets and other small leather goods. With each of our factories carrying a product line in which they specialize, we are particularly skilled at creating products which combine leather and fabric and are highly acclaimed for our ODM (original design manufacturing) operations.

We are confident that our elaborately delicate craftsmanship carried out under direct Japanese supervision will satisfy all of our future business partners' demands. Expect the best from us.

Name	YURI Co., LTD.
Location	164-5, Kamikage, Toyooka-shi, Hyogo, 668-0011 Japan
Founded	1971
Capital	10 million yen
Business	Design, manufacture and sale of casual bags, business bags, other leather accessories, etc.
President	Shozaburo Yuri
Auditor	Osamu Takeda
Head office & Headquarters	Toyooka-shi, Hyogo, Japan TEL: +81-796-23-5201 MAIL: information@yurikk.com
Omiya factory	Omiya-cho, Kyotango-shi, Kyoto, Japan
Subcontract factories	15 factories
Vietnam factory	Road No.10, Hoa Khanh Industrial Park, Lien Chieu District, Danang, Vietnam

Number of employees

1,000
personnel



240 staff in Japan, 800 staff in Vietnam

Area of specialization

Record of production

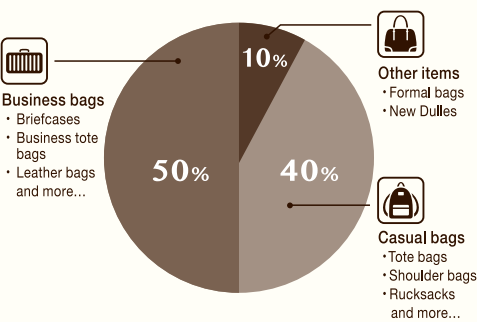
800,000
bags



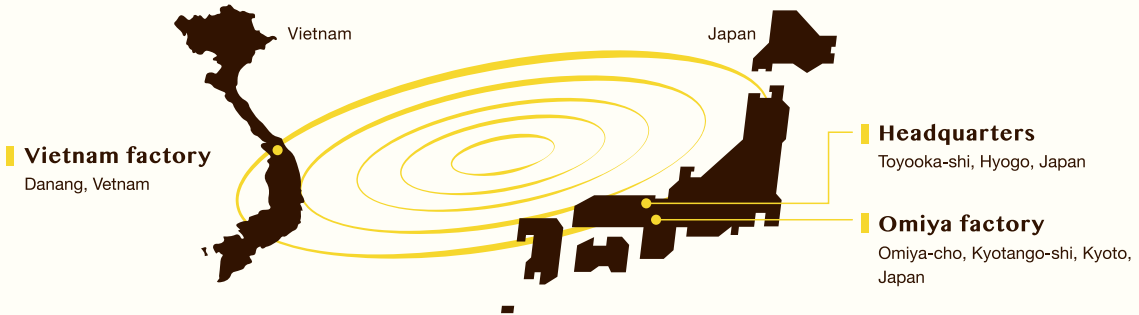
Area of specialization



Distribution of products



Our production bases



History of Awards Received



IF Award

An award linking design and industry based out of Hannover, Germany. Self-proclaimed as the Oscars of the design world, this is one of the most authoritative design awards available worldwide. In 2009, our original product "NEW DULLES" was awarded this.



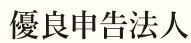
Good Design Award

Covering a wide range of fields from manufactured goods, to business models, events and more, this is the sole comprehensive design evaluation and commendation system in Japan.



Toyooka Bags

Even within Toyooka, one of the greatest regional producers of bags in Japan, this certification is awarded only to products which clear certain quality standards. We have received this certification for a number of our products.



Declared Corporation of Excellence.

This system recognizes companies that have properly paid their taxes and whose business operations are deemed excellent based on an investigation by the tax office. We have also been recognized for this.

Our Advantages



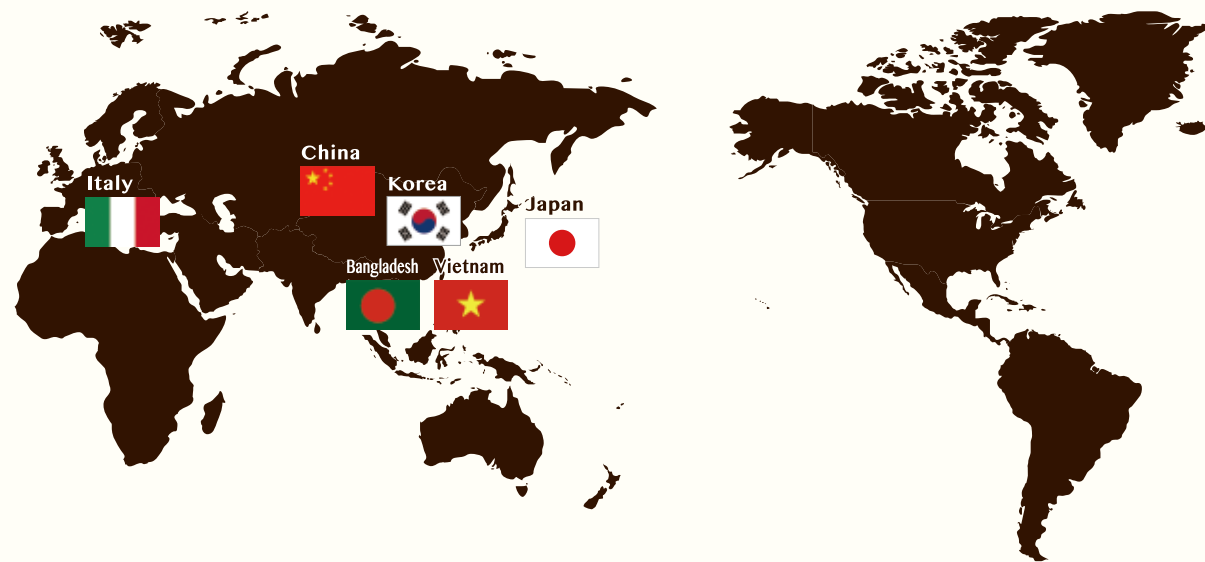
01. The Strength of Our Ideas

Through independently compiled data and various networks for gathering info, we at Yuri constantly carry a diverse array of information related to world fashion trends, highly-acclaimed past designs and a vast stock of materials. Mixing this information with our broad design perspective, we are able to propose products that match the customer's tastes and demands. Not limited to single items, we are also able to make proposals for full collections or annual merchandising.



02. The Strength of Our Design

At our company, we have a number of designers on staff who specialize in bags, giving us an extensive capacity for product design and project responsiveness. We are able to propose optimum quality designs based on the tastes of our customers. Through the involvement of specialized designers, who possess a thorough knowledge of bags from the character of the materials to their structural organization and sewing techniques, we are able to provide the customer and project members with a clear image of the final product in order to deliver a bag that, when finished, offers a high degree of perfection.



03. The Strength of Our Material Procurement

We have material partners around the globe supporting us. From fabrics, leather and metal fittings to core and other special materials, we work with the most suitable partners to acquire ideal materials that meet the project themes and needs of our customers. Yuri's bag making partners can be found in Japan, China, Korea, Taiwan, Vietnam, Italy, Bangladesh and various other regions and countries. Please consult us with any questions you may have.



04. Our Factories


Our 2 Japan factories and 1 factory in Vietnam are completely financed by company capital. As these are not subcontract factories, common spec errors which occur at sewing plants or reductions in quality due to mass production are not an issue here; we promise to deliver guaranteed quality that is equivalent to or surpasses that of our samples. Japanese are continuously on staff at all of our factories to provide technical instruction. Moreover, at our systematized factories, they carry out comprehensive quality management and appropriate material investment.

Quality Management System


The Advantages of the Yuri Group's Quality Management

At the Yuri Group, we have established numerous quality control checkpoints for each step of the production process up until the bag's completion. Training and information sharing is carried out within the team in charge and strict detailed checks are performed for each procedure. Moreover, the results for each of these inspections are collected, summarized and then used to improve the overall production quality for the entire group.


01.



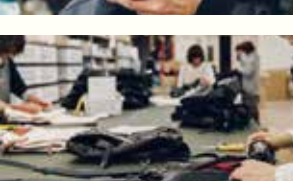
Material Inspection
At the Yuri Group, we believe that quality management begins the moment materials are received. If the material received is a fabric, we inspect the color and weave. If they are metal fittings, we check for scratches and verify functionality and the quality of the plating. By stopping defective parts at the materials stage, thereby eliminating the emergence of defective products later in the process, we have succeeded in introducing a comprehensive system for increasing quality.
02.




Parts Inspection
On the production line, we conduct parts inspections for shell-plating, wedges, etc. before a bag is complete. By subdividing the points of inspection, we aim to ensure that any oversights of defective products are prevented to the greatest extent possible. As we are constantly conducting rigid checks, we make sure to remove anything that raises concern from the line while still at the parts stage.
03.



Line Inspection
Items that are completed on the production line undergo inspection at the line itself. By conducting inspections at the production lines, we are able to foster a consciousness of responsibility for quality control/maintenance on each line.
04.



Product Inspection
Products that have gone through line inspection are carried to our quality management center to undergo a complete review of their finished quality, functionality and strength. In carrying out effective inspections, our entire team is briefed on essential items to be checked as well as the nature of defects which occurred on the same type of product in the past. Adding these to the Yuri Group's standard quality management fields (defective assembly, defective sewing, defective materials), we carry out inspections to prevent the shipping of defective goods. When a defective item is detected, we share this information with the production line and record the defective item's details for use in later inspections.
05.

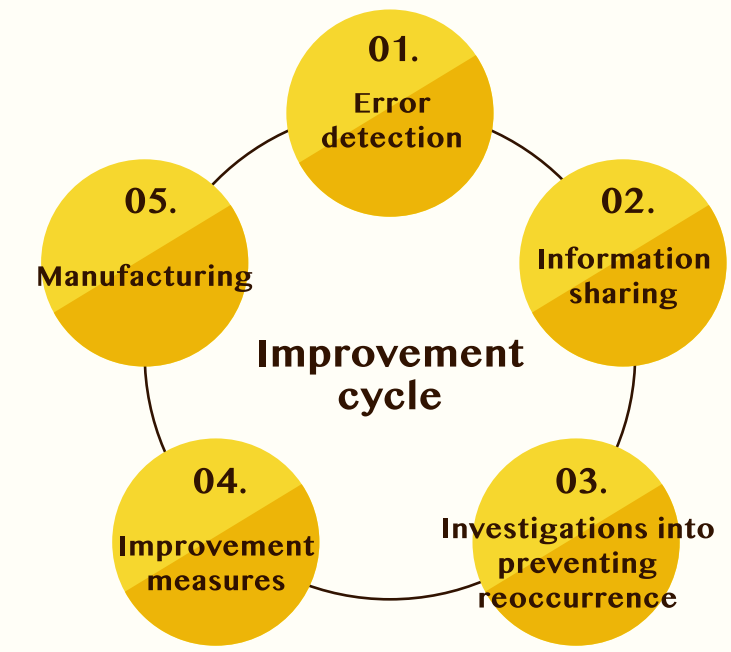


External Inspection
In addition, the Yuri Group carries out a final inspection using an external company. Bringing the product under the scrutiny of a third party encourages the persons in charge of quality management to maintain a high level of awareness during inspections and helps contribute to overall quality improvement. In order to protect our customer's brands and increase the satisfaction of the user, the Yuri Group executes its craftsmanship while taking pride in its finished bags.

Defect Prevention



KAIZEN Cycle



By introducing numerous quality management checkpoints, the Yuri Group has reduced the rate of occurrence and shipment of defective goods. Aiming for the shipment of 0 defective products, we will continue carrying out comprehensive quality management.

Our Roots

We have taken various measures to make sure Toyooka remains a center of regional production.

One aspect of this is the field trips and factory tours we offer to local schools to learn more about bags as well as our provision of training materials and instructors to the Artisan School and our support in finding employment.

In addition, Toyooka's craftsmanship is now entering a global phase.

Our excellent Vietnamese sewing staff come over to Japan to learn the spirit of Japanese craftsmanship and interact with our Japanese employees while striving to acquire more advanced skills.

Taking initiative in ventures such as these, we endeavor to become the leading company for bags in Toyooka.



Vietnam



Vietnam factory



Japan



Headquarters, Omiya factory

Participation in Toyooka Artisan Avenue

This off-site center specializes in the local bag industry for Toyooka city, Hyogo. Offering for sale bags and parts crafted in Toyooka and housing a school where bag making can be learned from scratch, this facility attracts passionate students interested in bags from all around Japan.

With a background in receiving a Good Design Award in 2014 for the "Urban development with a focus on the bag industry" project, each of Toyooka's bag companies joined together to start up this venture. Here, not only Toyooka bags but a variety of other original goods are for sale.



Sewing Training Association Project

Joining together with Toyooka city and members of the Hyogo Bag Industry Association, we opened an institution for training bag artisans in 2014. Here, you can study the basic sewing techniques needed to be an immediate asset when joining a bag manufacturing company. In order to increase the number of artisans who work to support Toyooka's local industry, we are addressing this problem not only as our own but as one for all those involved in regional production.



Toyooka Bags

Yuri Corporation has received a "Toyooka Bags" certification. In connection with the brand committee for the Hyogo Bag Industry Association, we are active throughout Japan in trying to raise the made-in-Japan reliability of "Toyooka Bags". By actively participating in events held at department stores as well as meeting directly with customers, we are working to get people to experience the charm of Toyooka's regional production along with the strength of its products.



Toyooka History

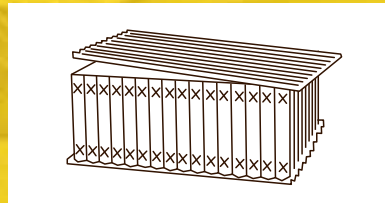
710~794

27 A.D. The Origin of Toyooka Bags



This takes us back to the age of mythology when the Prince of Silla, Amenohiboko passed on the techniques of Yanagi Saiku (willow craftsmanship), as has been recorded in the Kojiki (Records of Ancient Matters) of 712 AD. The origin of Toyooka Bags is said to come from a basket made through the Yanagi Saiku technique. Incidentally, in the "Scroll of the Exile Procession to Chikushi" by Sugawara no Michizane (843-903), a wicker trunk can be seen on the back of an ox.

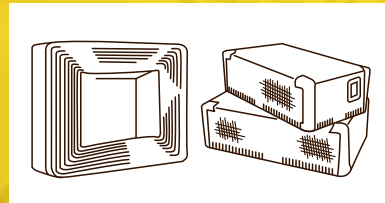
Toyooka Baskets as Payment to Shosoin in Nara



During the Nara period, "Yanagi Kago" (willow baskets) made in Toyooka were given as payment to Shosoin. In Oninki (Record of the Onin War) of 1473, there is an entry mentioning that Yanagi storage trunks were actively traded at the Kokonokaichi Market that was opened in Kokonokaichi, Toyooka. It is presumed that from this time, the household handicraft style of the Yanagi Industry developed to become the local industry of Toyooka.

1603~1868

In the Edo Period



As a product handled exclusively by the Toyooka Domain, Yanagi trunks underwent vibrant production during this period. In 1668, the Governor of Ise, Kyogoku Takamori was relocated from Tango Province to Toyooka, where he began focusing energy into the cultivation of Yanagi; along with its production and sale. Under his encouragement, this became the beginning of the regional Yanagi industry. From Toyooka via Osaka, sales routes were established throughout the country, and by the end of the Edo period, distribution and sales networks had taken form to give national notoriety to Toyooka Yanagi.

1868~1912

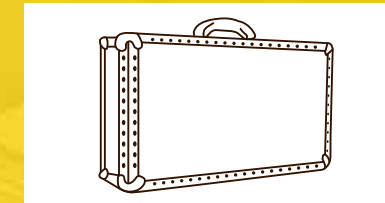
From Yanagi Trunks to Toyooka Bags



Toyooka Bags are said to have begun when Yagicho Uemon exhibited a roughly 70cm nestable container and a 3-leather-strap wicker trunk bag as creative works at the 2nd National Industrial Exhibition held in 1881. This 3-leather-strap wicker trunk bag looked the same as a standard trunk from the outside but was instead referred to as a wicker trunk bag. The reason this was called a wicker trunk rather than simply a bag is said to result from it being an improvement on conventional koriyanagi products as well as due to it being a willow wicker trunk made in the renowned city of Toyooka.

1926~1989

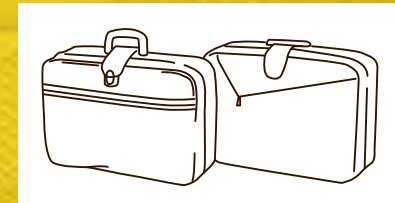
The Transition to Fiber Materials (crimped paper)



Among other uses, bags made from Toyooka fiber were used for the Olympic team in the 1936 Olympic Games held in Berlin Germany. From this time, "fiber bags" became the norm for Toyooka bags. However, in 1937 during the Sino-Japanese War and in 1941 during the Pacific War when hostilities began to spread, materials became extremely difficult to obtain and the purchase and sale of raw materials underwent strict regulation.

To be continued

The Bag Industry's Development into Regional Production



In 1953, the body frame for conventional suitcases was revamped and bags employing piano wire to prevent external deformation were born. Light and tough, these bags compensated for defects that had existed up until then and thereby, overtook the other products on the market. During the economic boom of 1958 to 1961, more than 300 bag-related companies came into being in Toyooka city, giving this region an 80% share in the domestic production of this product. It was through this process, that the bag industry became the local industry of Toyooka City.



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