

Offering Products That Help Resolve Social Issues

Strengthening the Development of Antibacterial and Anti-Virus Products All business segments

The Suminoe Textile Group has worked on antibacterial processing technology for around 20 years. In the interior fittings business, we have marketed carpets and curtains developed by using CLEANSE®, a Kurabo Industries' antibacterial and anti-virus textile finishing technology, targeting medical, welfare and educational facilities since about a decade ago. We have also offered トリプルフレッシュ®デオ (TRIPLE FRESH DEO)*, which was developed based on our unique deodorant processing technology. トリプルフレッシュ®デオ (TRIPLE FRESH DEO) is characterized by not only a deodorant function but also the multiple functions of antibacterial, anti-virus and antiallergen activities. This technology has been

applied to nursing care bed mats and wheelchair cushions, both of which feature a deodorant function. By adding an anti-mite function to トリプルフレッシュ®デオ (TRIPLE FRESH DEO), we have also developed クインテック® (QUINTECH), which has been used in car mats. At present we are working to expand the lineup of our antibacterial and anti-virus products and propose interior materials for automobiles, trains, and buses. The Group will continue to develop processing technology suitable for each product, thereby evolving its businesses that protect people's safety and comfort.

* There may be restrictions depending on the intended use of the product and the required performance. Please contact the sales office for details.

CLEANSE® (Kurabo Industries Ltd.)



Antibacterial Anti-virus



Curtains for medical, welfare and educational contracts



Bus curtains

トリプルフレッシュ®デオ (TRIPLE FRESH DEO), クインテック® (QUINTECH)



Deodorant Antibacterial
Anti-virus Antiallergic

Deodorant Antibacterial Anti-mite
Anti-virus Antiallergic



Mat for nursing care beds



Car mat
→ For details, see p.18.

Offering Services in Response to Changes in Lifestyles

Making Proposals for New Living Spaces through E-commerce Business and Web Marketing

SUMINOE Co., Ltd.

Recently, people's lifestyles have been changing, as exemplified by avoiding going out and teleworking. The Suminoe Textile Group will further strengthen its e-commerce business and web marketing in the interior fittings business to address social issues, thereby meeting new values and needs. In our e-commerce business, we will reinforce distribution channels so that customers can purchase products with peace of mind without going out. As for web marketing, we will focus on information dissemination via social media and presentations of new products through digital exhibitions. In this manner, we will continue to make proposals suited for new lifestyles.



Initiatives for Sales Promotion in Response to the New Normal Age RUNON CO., LTD.

Now it is difficult to conduct sales activities by meeting with customers in person as frequently as before. As a new means of sales promotion, we published videos that explain our products on a video distribution site. The moving images provide easier-to-understand explanations on differences between general and functional products, including water repellency, stretch property and other features of our wallpaper. Customers can view these videos repeatedly whenever they have time. These videos also can be used as learning tools for our employees. For this reason, we are planning to distribute the video content continuously.

