

TIME

Next
Generation
LeadersNicola
Coughlan

TV's breath of fresh air

PLUS 10 MORE
TRAILBLAZERS SHAPING
A BRIGHTER FUTURE

Crafting Artisan Innovation



“Japan’s quality is still unique and separates our products from other countries.”

Kunio Kowaguchi
President & CEO
Todan Co., Ltd.

A Japanese business is defying trends by championing its innovative range of paper calendar products in the digital age. For 121 years, Todan Co., Ltd. has been supplying corporate clients with quality products in a sector that remains strong despite the prevalence of smartphones. According to President Kunio Kowaguchi, the firm has maintained success by focusing on quality artisan designs that often celebrate Japanese culture and landscapes, while innovating to stay ahead of the curve. This includes developing smaller calendars designed to suit pockets and bags, and a special range featuring a mirror. The firm’s lineup has also expanded to include traditional *daruma* dolls, and it utilizes e-commerce platforms to grow sales, especially overseas. “We are targeting both international markets and visitors to Japan,” said Kowaguchi.

