

## Unveiling Japan's "Gem" to the World Partnership with Hippopotamus for International Expansion — Initiating Marketing and Sales for Hawaii and Taiwan —

H.I.S. Co., Ltd. (dba HIS. HQ in Minato-ku, Tokyo. President: Motoshi Yada) has entered a business partnership with "Hippopotamus", an organic cotton towel brand manufactured by HPS Co., Ltd. (dba HPS. HQ in Bunkyo-ku, Tokyo. CEO: Kiyooki Satate) to expand into global markets. In response to this, Hawaii HIS Corporation (dba HIS Hawaii. HQ in Honolulu, HI) will contribute to this joint promotion by introducing Japan's "gem" to the world. Just as how HIS Hawaii made excellent Hawaii-made products accessible to Japanese customers.



<https://hippopotamus.co.jp/en>

Hippopotamus is certified by Oeko-Tex® as Standard 100, under the Product Class 1 category, which is the textile testing label's strictest criteria for high product safety. Furthermore, their cotton is certified by the Global Organic Textile Standard. Maintaining its organic status from the harvest, spinning process, and labeling.

To support Hippopotamus, HIS is aiming to raise their brand awareness and promote the splendor of this gem by HPS to customers all over the world. A brand that takes pride in its quality for water absorbency, softness, elegant color selections, and texture of their quick drying fabrics. Organic cotton towels made safely in Imabari, Ehime Prefecture, to be gentle for sensitive skin, and made sustainably for our environment.

### **Joint Initiatives**

1. Strategic planning for Hippopotamus' international expansion
2. Sales promotion for the Hippopotamus brand
3. Distributing Hippopotamus products
4. Increasing marketing channels

HIS will take on this mission to support Hippopotamus' expansion abroad, using the resources it has built up in the travel industry.

First, we will begin marketing and selling their products in Hawaii and Taiwan by the end of this year.

In Hawaii, we plan to expand to multiple locations this summer, specifically The Kahala Hotel & Resort, Trump International Hotel Waikiki, Alohilani Resort Waikiki Beach, and Ala Moana Center. We intend to introduce their guests to Hippopotamus towels and bath robes as amenities in their hotel rooms, VIP cabanas, and boutiques. Our strategic approaches include planning and producing Hawaii edition designs and original products, starting an official Instagram account for Hippopotamus Hawaii ([@hippopotamus\\_hawaii](https://www.instagram.com/hippopotamus_hawaii)) to boost brand

recognition and target tourists and local customers.

HIS aims to expand its business and bring forth a circulation, that could start a new interaction between Japan and abroad, by leveraging its global network of 162 branches in 113 cities, 60 countries and partnering with companies intending to grow globally as well as engaging in trading business to support distribution of their products.

### **About Hawaii HIS Corporation**

Since its establishment in 1991, HIS Hawaii has been committed to providing visitors with the opportunity to experience and enjoy all that Hawai'i has to offer, from its natural beauty, to its rich culture, history, and beyond. For our beloved guests who are unfortunately unable to visit Hawai'i at this time, we are proud to provide the most up-to-date local information through our website, [LeaLea Web](#). In the face of the devastating impact of COVID-19 on Hawai'i's tourism industry, HIS Hawaii remains committed to contributing to the local community. Along with our amazing local business partners, we will continue to share the spirit of aloha with the world, through the [Waikiki PCR Testing Center](#), our English tour activities [LeaLea Tours](#), Real Estate services [Hawaii Square](#), [The Consignment Garage](#), and more.

- Corporate Website <https://www.his-hawaii.com/en/>
- Travel Website <https://flights.hisgo.com/hi/?lang=en>
- Official Website <https://www.lealeaweb.com/>
- Instagram [@hishawaii](#) / [@lealeahawaii](#)
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### **Contact information**

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