



## **Tombow Expands Online Tools for Craft Community**

*Website Offers Tips, Techniques and More Than 50 Projects to Enrich Creative Expression*

**ATLANTA** – Oct. 10, 2013 – Tombow, a market leader in art, craft and office products, recently launched its expanded website which spotlights more than 50 craft projects featuring Tombow products. Through this new website, visitors can bring projects to life by learning the creative techniques employed with Tombow products and step-by-step instructions. Projects created by crafters throughout North America include art frames, coasters, gift tags, memo holders and mixed media projects.

The Japan-based company, whose North American division is based in Atlanta, saw the future of online communities early in the genesis of the web, and reaches its target market through active online communications including a [blog](#), [Facebook](#), [Instagram](#), [Pinterest](#), [Twitter](#) and [YouTube](#). “At Tombow, we go beyond the product experience to how the products empower our audiences to create. Tombow crafting enthusiasts share great ideas, lessons learned, and tips for success on our website which propels Tombow forward,” said Cathy Daniel – marketing manager, American Tombow. “We are amazed and appreciative of the craft and art community. Testimonials shared online have expanded our brand and endorsed our product to others considering a purchase. We’re really honored to now feature projects on our website and encourage our followers to send in tips, tricks and techniques.”

The expanded website also showcases the certified recycled products that Tombow introduced in April, as well as the traditional adhesives, correction tape, drawing pencils, dual brush markers and fine pens, for which Tombow is widely known.

“For 100 years, Tombow has been a market leader in driving innovation through products that help us express ourselves and work smarter. Our expanded website is just one more proof point of the long term dedication of our people to provide the best tools and practices for arts and crafts,” said Jeff Hinn – president, American Tombow.

### **About Tombow**

Tombow is today’s market leader for arts, crafts and office products. Serving consumers and businesses around the globe, Tombow was established in Japan in 1913 as the wood-case pencil provider for Japanese students. Since these beginnings and undergirded by a history of unparalleled customer service, Tombow has grown the company’s portfolio to a worldwide provider of adhesive tape, ballpoint pens, correction tape, drawing pencils, dual brush pens, glue sticks and liquid glues manufactured in facilities located in Japan, Southeast Asia and Thailand. Worldwide operating divisions distribute Tombow branded products in their respective geographies. For more information, visit [www.tombowusa.com](http://www.tombowusa.com).

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