

FSX's Pocket Oshibori First Business Landing in U.S.A.!
All the "Gyukaku" restaurants in US start Oshibori services
Japanese Omotenashi touches the American hearts

Tokyo, July 25, 2018: FSX, Inc. is pleased to announce that yakiniku (Japanese BBQ) restaurant Gyukaku, operated by Reins International (USA) Co., LTD., adopts FSX's Pocket Oshibori ("Oshibori" is wet wipe for genuine hospitality in Japanese) for every 46 stores in the United States. FSX has continued developing market in the US from last summer and this business results are brought by support from JETRO - Japan External Trade Organization.

"Yakiniku has the Magic to make people HAPPY!" is its catchphrase. Gyukaku, 3 million users in the US, is operating several challenges to feel "Japan". Gyukaku and FSX co-planned Oshibori to make its" Serving a full style of Oshibori must become a good Omotenashi (Japanese genuine hospitality)" wish come true. Now Gyukaku-original Oshibori is finally materialized - it features a package design that tells how to use Oshibori and how nice it is, feeling of tight wipe that leaves comfortableness, and flavor of aroma of natural peppermint perfume. Another enjoyable "dish" to your five senses.

"Omotenashi for the guests" is now packed into this Gyukaku Oshibori.



Japan-originated Oshibori not only has a function to wipe but also involves power to ease, heal and energize people. Japanese Oshibori culture equals a service to tell one's genuine hospitality. To evangelize Oshibori all over the world as a representation of Omotenashi culture, FSX continues to align business platform of Oshibori with products such as Pocket Oshibori.

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< About FSX > (<http://www.fsx.co.jp/en/>)

Under a philosophy of “Oshibori is the service from the heart, more than the service of things”, FSX was launched as a rental Oshibori company in 1967. Currently FSX is tugging with a unique Oshibori-based business development that multiply sciences and technologies. This way includes VB, beneficial to Oshibori that blocks virus and bacteria, and REION, the world-first Oshibori heating / refrigeration unit that efficiently conduct heats by “air circulation”. In addition, with qualified skills such as development of Oshibori’s raw materials and processing lines, the patented technology to add aroma to Oshibori, FSX today runs a wide variety of businesses including IT based electric commerce and franchise operation that gathers fellow traders.

As for oversea activities, it started importing towels from Vietnam in 2004. In 2011 an operational office was opened in Hanoi, Vietnam. In order to stare the future of business expansion in Asia, FSX established Hong-Kong subsidiary (current FSX HONG KONG LIMITED) in 2013. At the same time, business research around ASEAN was started through several Hong Kong trade shows. These activities were helped by JETRO (Japan External Trade Organization). This year after starting of export Oshibori to USA, ASEAN activity resulted that “Pocket Oshibori”, planned and developed by FSX, passed a product registration of Thai FDA (Food and Drug Administration). Japanese Oshibori is now just ready to go abroad.

< About Pocket Oshibori >

FSX redefines general terms called as “paper wet wipe” and “disposable we wipe” as Pocket Oshibori. FSX puts our thoughts in it like (1) We want to let Oshibori be closer to the consumer’s life style. (2) Beyond the food and drink industry FSX ever focused, we want to expand business possibility in the emerging markets such as Omotenashi market and medical and beauty industries. (3) We want to evangelize “Oshibori culture” with a familiar impression to the world.