
FSX, Inc. began to export its VIP Oshibori to US.

OShibori REPRESENTS THE HOSPITALITY OF JAPANESE CULTURE, OMOTENASHI

Tokyo, January 11, 2018: FSX, Inc. is pleased to announce its product shipment to the United States has officially started. Being a rental service provider of Oshibori, FSX has prepared exporting original products to US since last summer. The handing out of Oshibori isn't only a hygienic practice but an intrinsic part of Omotenashi, a Japanese social ritual to foster good relationships between companies and their customers. This initiative was fruitful under the guidance of the JETRO- Japan External Trade Organization.

For stable business foundation buildings and further business expansion in US, FSX continues to target high-end customer profiles such as restaurants and hotels. For that, FSX's next challenge is to establish solid sales platform in US.

Oshibori originated by Japan is getting popular in Asia as a service of expressing genuine hospitality. FSX strongly believes that the spread of Oshibori as a cultural platform for the world will be helpful in spreading a heartfelt hospitality.

FSX, Inc. is located in Kunitachi, Tokyo, Japan.

Founded in 1967, FSX has established itself as an innovative and reliable supplier of the towels to a myriad of industries worldwide. This is largely due to its high quality line of products and supreme rental service, through which FSX loans out Oshibori to over 6,000 hotels, restaurants and medical facilities.

Contact: Shino Karasawa
FSX, Inc.
Phone: +81-42-576-9131
Fax: +81-42-572-3266
E-mail: koho@fsx.co.jp

1-12-3 Izumi Kunitaruchi Tokyo
186-0012 JAPAN
<https://www.fsx.co.jp/en>