

To arrange items for craft, outdoor, and DIY work . . .
For who wants to have it all “**pretty and fashionable**”

Introducing 「YOJO TAPE」



Slogan

Masking tapes are my relatives!

Concept

To create tapes which have design variation and durability. What we have focused on is the design variation of masking tapes as well as the durability of curing tapes.

Yojo Tape, the designed curing tape, is the improved product of a masking tape because of its characteristics.

Yojo Tape can be cut easily, re-stickable, and tougher than a masking tape. You can make your original item not only for your fun craft or DIY work, but also for your kitchen and outdoor items since it is tougher and water resistant.

Background

Curing tape/Painters tape can be seen mostly in the construction places, and they are rarely seen at homes.

In Japan, painting walls and changing wall papers have been considered as only for a professional's job, and people hardly thought to do those DIY projects at home. However, **DIY artists and the housewives who like to spend time for their DIY projects introduced to the fun of DIY** to the Japanese world and touched off the “DIY” trend, The YOJO tape is based on the voice of those DIY lovers !

Despite the boring colors and the look, a Curing tape is tough on water, can be used outside, easily peel off and re-stickable, and can be cut without scissor. **What they needed was the style and prettiness, so we made it !**

Main Target

Woman/Man and Woman who are interested in interior and DIY

A Marketing route

Stationary store, Interior shop, Variety Store, Home Improvement store and so on

Product Description

【Product Name】 YOJO TAPE

【Size】 Tape Width : 4.5cm /diameter: 4.7cm /Length : 5m

【Material】 Base material : PE Cross /Glue : Acrylic

【Price】 540yen (Retail Price : Tax excluded)

【Min. Order】 400 pieces

Original Fixture/Accessories



Back Pop (Small)

Original Fixture



Back Pop (Large)

Original Fixture
(Used 2 in the picture)



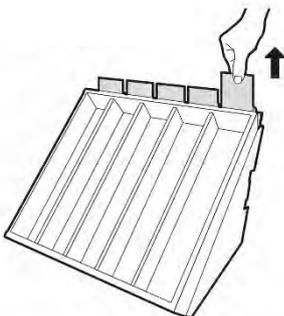
Sample Cards
(all 20 kinds)



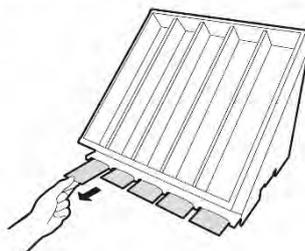
Brochures

Original Fixture/Display Variation

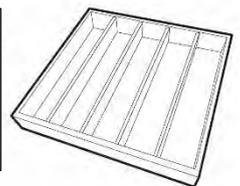
1. Pull up the design cards



2. Pull the design cards forward



3. Remove the front part from the fixture and put them flat



The original fixture can be put upside down or remove the front part of the original fixture, depending on your display area.

Product number/names (follows each pictures) 20 designs total

YJV-01

【Sign Roll】



YJV-02

【Ruler】



YJV-03

【Tile】



YJV-04

【Native】



YJV-05

【Illustration】



YJV-06

【Memo】



YJV-07

【Message】



YJV-08

【Ruler 2】



YJV-09

【Camouflage】



YJV-10

【Negative】



YJV-11

【Multiple Stripes】



YJV-12

【Monotone】



YJV-13

【Bricks】



YJV-14

【Vintage Sign】



YJV-15

【Old Paper】



YJK-01

【Wood Grain】



YJK-02

【Zipper】



YJK-03

【Formulas】



YJK-04

【French】



YJK-05

【Labelling】



Design Names/JAN

Product Name	Product Code	JAN
YOJO TAPE Sign Roll	YJV-01	4589925708803
YOJO TAPE Ruler	YJV-02	4589925708810
YOJO TAPE Tile	YJV-03	4589925708827
YOJO TAPE Native	YJV-04	4589925708834
YOJO TAPE Illustration	YJV-05	4589925708841
YOJO TAPE Memo	YJV-06	4589925708988
YOJO TAPE Message	YJV-07	4589925708995
YOJO TAPE Ruler2	YJV-08	4589925709008
YOJO TAPE Camouflage	YJV-09	4589925709015
YOJO TAPE Negative	YJV-10	4589925709022
YOJO TAPE Multiple Stripes	YJV-11	4589925709039
YOJO TAPE Monotone	YJV-12	4589925709046
YOJO TAPE Bricks	YJV-13	4589925709053
YOJO TAPE Vintage Sign	YJV-14	4589925709060
YOJO TAPE Old Paper	YJV-15	4589925709077
YOJO TAPE Wood grain	YJK-01	4589925708759
YOJO TAPE Zipper	YJK-02	4589925708766
YOJO TAPE Formulas	YJK-03	4589925708773
YOJO TAPE French	YJK-04	4589925708780
YOJO TAPE Labelling	YJK-05	4589925708797

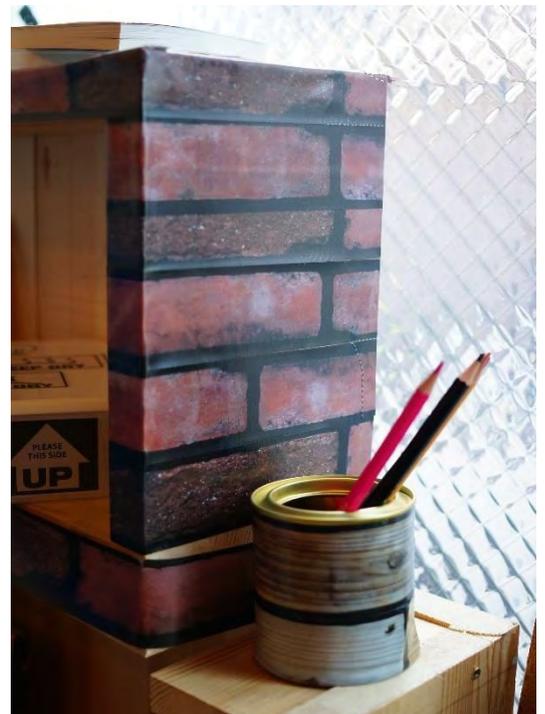
Ideas and examples using the YOJO tape



Use them for the items around your desk. Spread your imagination and create your original bookend, files and much more. Try cutting YOJO TAPE by hand. You will find it interesting to re-decorate items using YOJO Tape



We have turn a boring carry case into a stylish one. It is perfect for the travel because of the durability.



Adding accent to the room by creating brick-look wooden box.



Making use of the Clear Color! You can see through the design underneath. You will arrange more variation than ever!



You can cut the YOJO Tape in different length. Use them a scotch tape or a sticker. You can even write a memo and use them as Post-it



Write a memo or names with a permanent marker to create an original label. You can use them for your taper wear or a kitchen items.

Use it for a mirror above bathroom. You will like its durability and water resistance,





Use them for your gardening items. Turn your boring tools into a stylish one



You would like the 「Wood Grain」 or 「French」 design if you like a country style interior. There will be no trace after peeling it off because of the acrylic glue.





You can use YOJO TAPES for your party paper goods to mark and separate them for yours and your friends. It will avoid losing your cup.



Depending on your party theme,
You can choose your favorite design.



Arrange your umbrella or rain boots.
Make your kids raincoat very stylish and the only one!!

【Manufactured by】 Koyajyoshi DIYCafe (Shinken Shinbun Co.,Ltd. DIY Division)

【Distributed by】 Vivid Van Co.,Ltd.—Graffito S.A.—
2-14-6 Kawarayamachi Chuou-Ku,Osaka 542-0066
TEL : 06-4304-0148 FAX : 06-6191-7557

Contact: Tomoko Ishii
t.ishii@vividvan.co.jp