

Standing on the Shoulders of Giants

~ New Ideas Based on the Experience from Predecessors ~

Stick Firmly to the Business Motto “Ingredient is the first, Technique is the second”.

Established for over 120 years, FUKUTARO AZUMA is the 5th CEO of the company. The business motto was said by the 3th CEO and till now we still stick firmly to that. Avoiding the decline in quality of materials is our firm believe. As the traditional craftsmen, we not only inherit technical know-how from predecessors, but also infuse new ideas to that. We not only produce paulownia chest of drawers, but also keep an eye on the trend. Therefore, we develop the new brand called AZブランド, producing paulownia wood groceries. We consistently sharpen our skill, and ready to take on new challenges anytime. We spend a year to improve and reform our “Paulownia Wood Phoenix Beer Tumbler”, and finally earned recognition. In 2017, at “NEW LEXUS TAKUMI PROJECT 2017”, we won the first prize by that product. We try to use the technical know-how, making paulownia chest of drawers, to produce much more different products. It is the time that people pursue low margin products, but our believe and tradition absolutely can’t be eliminated in this generation. We want to break the stereotype that paulownia wood products are luxury and hope that paulownia wood groceries can be around in our daily life.

CEO of AZUMA Furniture Co., Ltd
FUKUTARO AZUMA

◆ Traditional Craftsman FUKUTARO AZUMA



Come from a family selling paulownia timber.
Enter the school now called Kyoto traditional craft large school in 2004, after graduating from Kansai University of International Studies.

~ Achievement ~

- 2007 Graduate from Kyoto Traditional Craft Large School
- 2007 Join AZUMA Furniture Co., Ltd
- 2009 Get an honorable mention at “Kyou No Dentou Kougei Shinjin Sakuhinten”
- 2010 Get the first prize at “Kyou No Dentou Kougei Shinjin Sakuhinten”
- 2010 Be selected as one of the representative industry in KANSAI DESIGN MAP
- 2011 Get a prize at “Kyouto 2011 Art Exhibition”
- 2011 Maintain Meishuhachiman Shrine, a designed cultural property in Wakayama Prefecture
- 2016 Be recognized as a traditional craftsman, making Kishu paulownia chest of drawer
- 2016 Build a brand called Active Zone which sells paulownia groceries
- 2017 Have a great success in the fundraising for Paulownia Wood Rock Glass on MAKUAKE, a crowd-fundraising platform
- 2018 Represent Wakayama Prefecture to attend LEXUS NEW TAKUMI PROJECT 2017, and get the grand prize



◆ History

- 1891 Started to sell paulownia wood products, besides paulownia wood
- 1955 Started to sell paulownia wood through Japan
- 1981 Started to sell paulownia wood chest of drawer through Japan
- 1988 Got the special prize at Ooyashou
- 1989 Got the outstanding performance award at Ooyashou
- 1992 Got the Osaka Governor Award
- 2002 Established AZUMA Furniture Co., Ltd



▲ Doumaru



▲ 7-level chest drawer



▲ 6-level chest drawer

◆ NewBrand “Az”

Paulownia products are generally viewed as luxuries, far from our daily life. Hence, we want to make some paulownia wood products which can be used in our daily life. In fact, we had this idea a few years ago.

What makes this idea come true is the new brand called AZ, mainly selling crafted groceries. AZ is a made-up word from Active and Zone. The spirit of this brand hopes to bring traditional crafts to our daily life and breathe new life into local communities. The products infused with traditional craftsmanship and state-of-the-art technique are coated with safe and non-toxic lacquer under Food Sanitation Act. Therefore, there is no safety concern for children to use them. The products coated with natural finish are not only waterproof, but also antibacterial and quick dry.

