CALLU Unveiled at Milan's Fuorisalone!









Flexcarbon is a new material that simultaneously achieves complex formability, lightweight, formidable strength, and mass production, which were not possible with conventional carbon fibre composite materials. As a high-functional material that resonates with human endeavour, we have been promoting the commercialization of products such as track and field shoes, assist suits, and guitars. During these advancements, we had the opportunity to introduce this material to Mr. Toshiyuki Kita, a globally acclaimed product designer. Recognising the great potential of this material with its sustainable concept, flexible formability, and advantages for high-quality mass production, he designed a chair called "CALLU" to expand the new applications of Flexcarbon. After repeated discussions with Mr. Kita and meticulous design development, we commercialised the product in just six months and announced it at the world's largest international furniture fair, Milano Salone 2023. Besides its display at the State University of Milan, CALLU was also featured in Mr. Kita's talk show at the special venue in the Sforzesco Castle.



Demonstrated on a special stage



| Event Dates: 18th-20th April 2023

The simple and elegant appearance of the chair made seamlessly from Flexcarbon and a singular aluminium pipe, crafting an impeccable and uncluttered stature. Its mere presence in a room changes the atmosphere, exuding an undeniable aura of distinction. Weighing only about 2.9 kg, it is remarkably light for a chair. The large hole in the characteristic backrest fit in your hand and make it easy to carry, combining design and functionality.

More than just being lightweight, CALLU can withstand a weight of approximately 700 kg without breaking, demonstrating amazing strength. Made from the recyclable thermoplastic material Flexcarbon, it symbolises an item that combines functionality with sustainability, truly reflecting the spirit of our times. The journey of exploring new applications and market development for Flexcarbon continues.

Achievements

Osaka Bus Wonder Cruise





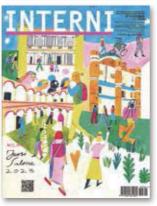
Adopted for the passenger seats in the sightseeing boat cruising the Dotonbori River!

Featured in INTERNI Magazine, April and June 2023 issues

Towards a Sustainable Future

For tens of thousands of years, we have lived amidst the beauty of nature, the earth, and plants. Our daily lives and the joy of living are grounded in curiosity and kindness. Now, more than ever, we are embracing sustainability. Combining the power of nature and creativity, Flexcarbon® was born in Japan. Amidst the anticipation of its use in various fields, this material, with its durability and lightness, is now gaining more attention as a material that meets the demands of the next-generation market, heralding a new era of manufacturing.





Otowa Electric Industries







Displayed at the company's showroom, "Thunder Museum"!