

For Immediate Release

## YKK Launches Digital Showroom to Connect with Customers

**Tokyo, Japan (April 19, 2021)** – Leading zipper and fastening products manufacturer YKK has launched a digital showroom as a means to better engage with customers, virtually, regardless of time or location.

The concept behind the online showroom is “connection,” a play on YKK’s expertise as a manufacturer of fastening products. The space, modeled to look like YKK’s brick-and-mortar showroom in London, features six floors which are represented in the showroom’s logo, which also looks like a zipper. Each “floor” features a different theme - 1) latest trends and automotive; 2) sustainable products; 3) fastening products for high-function applications like outdoor, backpacks, water protective, and luggage; 4) fasteners for apparel in the categories of jeans, fashion, leather, and kidswear; and 5) company information. There is also a floor for region-specific items, to be added later. Customers can view products through close-up photos, video, and catalogs and meet online with YKK representatives. The company also plans to host webinars and other learning opportunities using the platform.

YKK expects the digital showroom to be an incubator for innovation and creative design. YKK’s solutions-first approach already leverages the power of an extensive product and machinery portfolio, technical and engineering expertise and integrated production and supply systems in 72 countries and regions to solve complex fastening challenges for customers. The digital showroom not only showcases those capabilities alongside the latest YKK product designs, but also enables customers to interact with the YKK team to answer questions and solve design issues from the comfort of home.

“We launched the YKK Digital Showroom with the aim of connecting with our customers more than ever before,” says Hiroaki Otani, President, YKK Corporation. “We hope that our customers will make use of it in conjunction with our face-to-face communication. To ensure that more customers around the world adopt YKK products, we will continue to promote digitalization in the value chain, including marketing, product planning and development, manufacturing, and sales, in pursuit of greater customer satisfaction.”

Visit the YKK Digital Showroom at <https://ykkdigitalshowroom.com/>

View video intro at <https://youtu.be/-Un5NJ9X2Fs>

### About YKK

Since the company’s founding in Tokyo in 1934, YKK has continuously set industry standards for quality, service, value, and innovation in the production of zippers, plastic hardware, hook and loop fasteners, webbing tapes, and snap and buttons. With integrated production and supply systems in 72 countries and

regions around the world, YKK is positioned to meet the needs of the many industries we serve as they increasingly diversify and require shorter product cycles. Guided by the CYCLE OF GOODNESS® philosophy – no one prospers without rendering benefit to others – YKK aims to contribute to a sustainable society through its products and manufacturing operations and constantly seeks new ways to serve the changing needs of its customers while at the same time investing in its employees and giving back to its communities.

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