

アジア太平洋地域（APAC）の優れた企業を表彰する

APAC Business Awards 2025 を受賞しました！

株式会社ホクビ（本社：石川県野々市市押野 4-192-1、代表取締役：金本優子）は、この度、英国のグローバルメディア「APAC Insider」が主催する「APAC Business Awards 2025」において、「Best Toothbrush Manufacturer 賞」を受賞しましたので、お知らせいたします。



●審査員のコメント

子どもの発達研究が進む一方で、**歯のケア**は十分に注目されていない分野です。市販の歯ブラシは乳児や子どもに合わず、痛みから歯みがきへの**苦手意識**を生んでしまうケースもあります。

こうした課題に向き合う **HOKUBI** は、年齢を問わず楽しく使いやすい歯ブラシシリーズ「**HAMICO**」を開発しており、その取り組みを高く評価しました。

APAC Insider - APAC Business Awards 2025 | 22

Best Toothbrush Manufacturer 2025



Whilst there has been significant investment in child development research, dental hygiene remains a critically underserved element of overall wellbeing. Many toothbrushes on the market are unsuitable – and even painful – for infants and children, leaving them with negative memories of toothbrushing for the rest of their lives. Leading manufacturer HOKUBI is setting out to change that with HAMICO, an accessible toothbrush line designed to make toothbrushing fun, no matter the age. We took a closer look below, as HAMICO is named in the APAC Business Awards 2025.

Founded in 1981, HOKUBI is a long-established specialty printing company based in Ishikawa, Japan. The company was originally known for its expertise in printing on plastic, as well as various other resin materials such as telephone cards. Over the years, however, demand for these products declined in alignment with shifting consumer behaviour, and the HOKUBI team faced the tantalising possibility of closure. That is, until 2015, when a major turning point arose in the form of current CEO Yuko Kanemoto.

Yuko Kanemoto spent the first half of her career as a journalist at a TV station but, following marriage and children, she pivoted and joined HOKUBI. Whilst Yuko possessed no prior knowledge or experience in specialty printing, she believed that the company's printing technology – combined with her invaluable perspective as both a mother and consumer, and an inquisitive flair developed over years in journalism – could drive HOKUBI to develop truly innovative products.

At the time, many of Yuko's friends were struggling with their babies and children disliking brushing their teeth. She discovered that most toothbrushes available for babies and children were designed with shapes, sizes, bristle materials, and brush lengths unsuitable for their delicate gums. It became very clear to Yuko and her team that children disliked brushing due to the simple fact that their toothbrushes hurt their mouths.

Yuko immediately began to develop toothbrushes that were gentle on babies and children, featuring playful shapes and designs that naturally encourage them to brush their teeth. She leveraged HOKUBI's unique printing capabilities to launch HAMICO, a new toothbrush brand developed in close collaboration with dentists and dental hygienists. Sales began domestically and soon expanded internationally, with HAMICO's products now sold in more than 28 countries worldwide.

Within just two years of the 2016 HAMICO Baby launch, the toothbrush for infants had sold two million units in Japan. Opting to view this significant success as encouragement, the company set out to expand its line with the development of ergonomically designed toothbrushes for children and adults. Today, HAMICO's line of toothbrushes feature three different sizes for the entire family, with more than 20 different colourful designs that ensure toothbrushing remains both effective and fun.

Across its line, all HAMICO products are made in hygienic facilities in Japan, operated to the highest standards of cleanliness and quality control. Whilst many countries in the APAC region are experiencing a significant decline in birth rates, Japan is home to a high volume of highly skilled, hardworking individuals and offers HAMICO a major advantage in ensuring consistent quality across its product line. For this reason, the company maintains its manufacturing facilities in Japan to uphold the strictest standards, whilst exporting its products to clients around the world.

Since its launch, HAMICO has not once relied on advertising or promotional spending, instead allowing the quality and efficacy of its products speak for themselves. Yet, the product has captured the hearts of adults and children alike: exciting new parents, inspiring children to brush their teeth on their own, and helping families to naturally build healthy brushing habits. Through the power of social media and word of mouth recommendations alone, HAMICO has risen to great heights – earning prestigious awards and selling more than six million toothbrushes to date.

The year 2026 marks the 10th anniversary of HAMICO's inception, a decade distinguished by unrivalled innovation, client-centricity, and success. Since its establishment, the company has strived for continuous improvement and evolution, always designing its products with the end-user in mind. In the wake of its rightful recognition as the Best Toothbrush Manufacturer 2025, HAMICO intends to continue reshaping the dental sector with groundbreaking products and services that bring happiness and hygiene to parents, children, and families everywhere.

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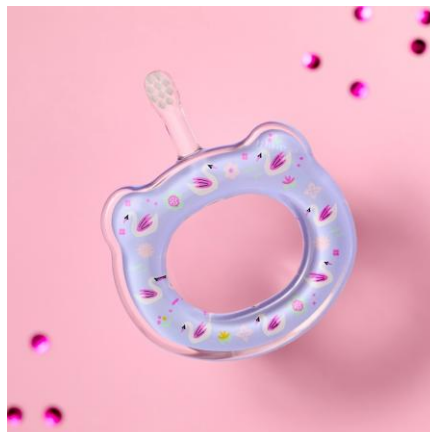
Award Article（受賞記事）

●HAMICO について

赤ちゃんから子ども向けの歯ブラシを中心に展開する、日本発のオーラルケアブランドです。安全性とデザイン性に優れた「ベビー歯ブラシ」で知られ、これまでに数々の賞を受賞しています。大人用のラインは、ニューヨーク近代美術館（MoMA）の The Museum Store や MoMA Design Store でも取り扱われており、そのデザイン性の高さが高く評価されています。

（主な受賞歴）

- ・マザーズセクション大賞 2022
- ・コズレみんなのクチコミアワード 2022
～赤ちゃん用歯ブラシ部門～
- ・OMOTENASHI Selection 金賞 2018



●APAC Insider について

APAC Insider は、アジア太平洋地域のビジネスリーダーや専門家に向けて、ビジネストレンド、市場分析、成長機会、イノベーション、テクノロジーに関する情報を発信するイギリスのグローバルメディアで、優れた企業を表彰する様々なアワードプログラムを毎年主催しています。

●APAC business Award について

APAC Business Awards は、アジア太平洋地域で卓越したリーダーシップ、成長性、革新性、持続可能性を持つ企業や団体を称えるビジネスアワードです。公正かつ厳格な選考プロセスに基づき、規模や業種を問わず中小企業からグローバル企業まで、あらゆる業種の企業を対象としています。

●APAC Insider WEB マガジン（受賞者特集号）

<https://apacinsider.digital/issues/business-awards-2025/18/>

●APAC business Award2025・オフィシャルページ

<https://apacinsider.digital/apac-insider-magazine-celebrates-the-winners-of-the-tenth-apac-business-awards/>

●当社について

株式会社ホクビは、印刷技術を核に「HAMICO」を含む PB/OEM 商品の製造販売や海外展開、海外展開支援を行う石川県の企業です。日本の技術を世界に届ける独自モデルを確立した点が高く評価され、2024 年中小企業庁の「はばたく中小企業・小規模事業者 300 社」に選ばれています。

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