

## 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

 hokubi

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 specialist in creating toothbrushes for babies and children in Shikoku, Japan. The company was originally known for its expertise in printing on plastic, as well as various other products such as cards and greeting cards. Over the years, however, demand for these products declined in alignment with shifting consumer behaviour, and the HOKUBI team faced the reality 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 in a TV station but, after a period of maternity leave, she pivoted and joined HOKUBI. Whilst Yuko possessed no prior knowledge or experience in the family planning she believed in the company's product technology – combined with her invaluable perspective as both a mother and a journalist – Yuko's vision 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 shaped, rounded, bristle heads and bristles that were too harsh 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 rounded shapes and designs that naturally encourage them to brush their teeth. She leveraged HOKUBI's extensive experience in creating toothbrushes to develop HAMICO, a new toothbrush brand developed in close collaboration with dentists and dental hygienists. Sales began domestically in 2016 and have since expanded to 28 countries worldwide. HAMICO products are 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 as a success, Yuko and her team decided the company set out to expand its line with the development of ergonomically designed toothbrushes for children and adults. Today, HAMICO offers toothbrushes in a range of 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 quality and safety by highly skilled workers. Whilst many countries in the APAC region are experiencing a significant decline in birth rates, HOKUBI is well-positioned to take advantage of this shift in the market. The company offers HAMICO a major advantage in ensuring consistent quality across its products. Furthermore, 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 focused on advertising or promotional spending, instead allowing the quality and efficacy of its products speak for themselves. The product has won hearts of parents and children alike: exciting new parents, inspiring children to brush their teeth and making brushing fun. Yuko's vision to naturally build healthy brushing habits. Through the power of social media and word of mouth recommendations, HAMICO has won numerous awards and 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 of growth, innovation, client-centricity, and success. Since its establishment, the company has strived for continuous improvement and evolution, always keeping its products with the end-user in mind. In the wake of its rightful recognition as the Best Toothbrush Manufacturer in 2025, HAMICO intends to continue reshaping the dental sector with groundbreaking products and services that bring dental health to everyone – parents, children, and families everywhere.

Email: [info@hamico.jp](mailto:info@hamico.jp)  
 Company: HOKUBI Co., Ltd./Hamico  
 Web Address: [www.hamicobrush.com](http://www.hamicobrush.com) & [www.hamico.jp](http://www.hamico.jp)

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)

- ・マザーズセレクション大賞 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。

### お問い合わせ先

株式会社 ホクビ 〒921-8802 石川県野々市市押野 4-192-1

URL <https://hokubi.com/> E-mail [office@hokubi.com](mailto:office@hokubi.com)