


Poidog  
club



POIDOG CLUB

since 1975

ライセンサー募集要項  
Licensee Application Guidelines

# The Story of POIDOG CLUB



## What does POI mean?

POI is the Hawaiian word for taro. The plant has a long history and is highly valued by the people of Hawaii.



## Where does POIDOG come from?

POIDOG is a breed of dog that actually used to exist in Hawaii. However, they can no longer be seen as they are now extinct. According to one theory, their roots can be traced to the Old English White Terriers that accompanied "Captain Cook (1728-1779)" of England when he came to Hawaii on a whaling expedition.

These strikingly handsome English hunting dogs later mixed with local dogs from Hawaii. The resulting breed had long elongated faces and drooping ears, and their eyes, which were originally big and adorable, became thin and small, possibly to adjust to the strong Hawaiian sun. Due to their distinctive face, they came to be known as POIDOGs, after the local food POI.



## The birth of the POIDOGCLUB.

In 1975, a character of the local Hawaiian dog with sunglasses named POIDOGCLUB was born.



## Introducing the POIDOG family



**POIDOG**



**mom**



**pop**

# The History of the Brand and Brand Concept



## History

In 1975, POIDOG CLUB was created by Tokyo Ryowa Co., Ltd., which used to run a souvenir shop in Oahu, Hawaii, USA. At the time, the company ran a 100-square-meter store facing Kalakaua Avenue. Since the 1980s, POIDOGCLUB enjoyed great popularity among Japanese tourists as a Hawaiian souvenir. After that, the company moved its base of operations to Japan and shifted its product lineup to apparel and general merchandise, with stores in Tokyo (Odaiba), Yokohama, Kobe, and Fukuoka. Unfortunately, Tokyo Ryowa ran out of business in 2010.

Our company took over all trademark rights in 2019. After 3 years of rebranding, we are now finally making a call for companies interested in becoming a licensee.



## Concept

### [POIDOG CONNECTS THE WORLD]

- A character that expresses a worldview
- A clear and refreshing character that makes you think of Hawaii
- A character that appeals to people of all ages from around the world
- A character that can be used for a variety of purposes, including for apparel, general merchandise, and packaging, and as a corporate mascot

# Call for Licensee Companies

Yanagi Co., Ltd. is looking for licensee companies for the character  
POIDOG CLUB.

- 1 Our license is unique in that it can be used for all kinds of product items, regardless of the licensing category.
- 2 We are planning on having about 10 licensee companies in Japan. However, since there are no restrictions on licensing categories, there is the possibility of competition among licensees.
- 3 We are also currently calling for licensee companies in Hawaii, the US Mainland, Southeast Asia, and the EU.
- 4 We will provide design illustrations of POIDOG CLUB.
- 5 All designs we offer are free to use.
- 6 You are free to change the layout and color scheme.
- 7 We will continue to upload new designs on the web.
- 8 All design patterns can be downloaded for free.
- 9 Of course, the license is mainly intended for companies that want to create their own original design. In that case, there will be no need for you to go through the usual certification procedures in order to use our design.
- 10 You are free to create your own original POIDOG CLUB brand.

Examples: POIDOG CLUB      POIDOG SPORTS  
POIDOG GOLF      POIDOG FAMILY  
POIDOG HAWAII      POIDOG RESORT etc.

Please use the POIDOG character to express your company's unique vision.

The license fee is 3% of the sales amount. There is a minimum charge.  
Please contact us for more details.



## About the Licensor Company, Yanagi Co., Ltd.

### Company History and Background

- 1963 Established as an embroidery company
- 1993 Akihiko Yanagi appointed as president ( - present)

### Business Description

- Licensing business for POIDOG CLUB
- Processing, manufacturing, and sales of embroidery products

### Affiliates

- Kiryu Embroidery Commerce and Industry Cooperative / Kiryu Commerce and Trade Association
- Kiryu Corporate Association / Kiryu Rotary Club

### Financial Details

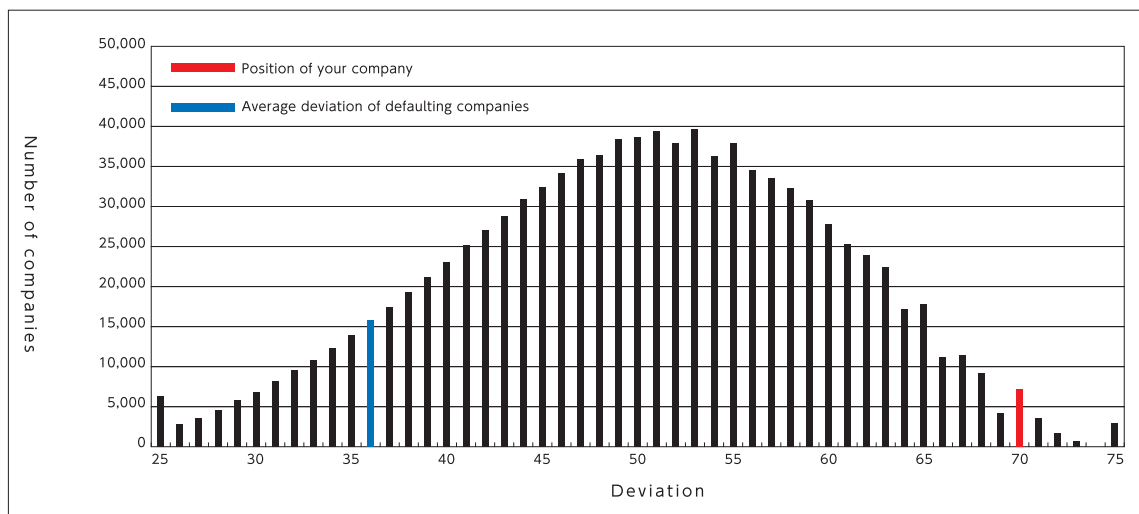
Ranked number 1 out of 9739 companies in the national industrial textile company category, according to the Credit Guarantee Association's financial statement scoring model in 2019.

Date of Diagnosis: May 29th, 2019

### McSS (Management consulting Support System) Diagnostic Reports for Management Yanagi Co., Ltd.

#### [Results of Comprehensive Evaluation Based on the CRD Model]

Your company's financial statements will be evaluated using the CRD (Credit Risk Database) model. The relative position of your company's creditworthiness among small and mid-sized businesses nationwide will be displayed in terms of CRD rank (A to E) and deviation value. The higher the deviation value, the higher the creditworthiness. The rank indicates your company's position within the same industry, prefecture, and sales volume category.



Fiscal Year	CRD Rank (A to E)	Deviation of your company	Average deviation of defaulting companies	Rank among the industrial textile company category	Rank among companies based in the Gunma prefecture	Rank among companies in the same sales volume category	
						Sales volume category	Rank
FY 2019 / 3rd quarter (12 months)	A	70	36	Ranked 1st (among 9739 companies)	Ranked 195th (among 19684 companies)	Over 100 million yen and under 300 million yen	Ranked 4228th (among 265907 companies)

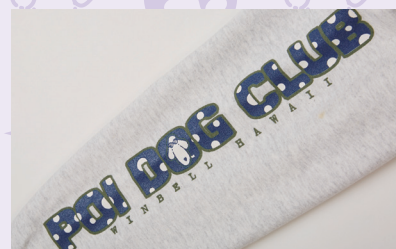
### Contact

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 (Address) 2-950-17, Aioi-cho, Kiryu-shi, Gunma-ken  
 [Phone Number] 0277-54-5255 [Fax Number] 0277-54-3690  
 [E-mail Address] info@kkyanagi.jp [Website] www.kkyanagi.jp  
 Akihiko Yanagi, CEO [Mobile Phone] 090-1555-8545

POIDOG CLUB

## 商品例／ Product example

1980年代、made in USA のビンテージ商品です。  
A vintage item from the 1980s, made in USA.



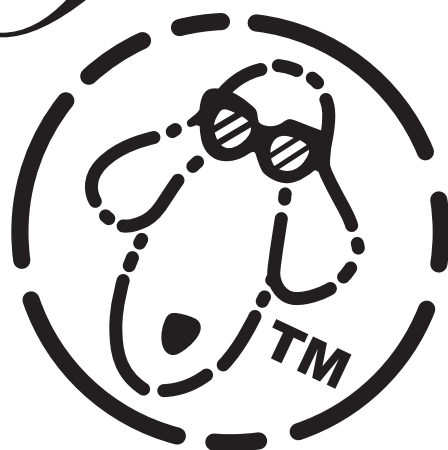




*Poidog*   
*sports classic*

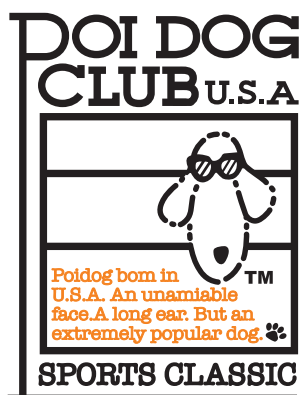
*dog with the best  
certified pedigree*

*in the world since 1975*





# POI DOG CLUB 1975



**Poidogclub**

Attractive everyday wear

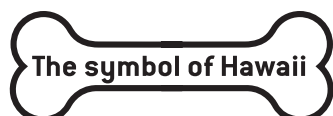
Poidog born in U.S.A.  
An unamiable face.  
A long ear.

**POI DOG CLUB**



**ATHLETIC DEPT**

PROPERTY OF YANAGI



**POI DOG CLUB**

**WITH LONG EARS, AN UNAMIABLE FACE.**

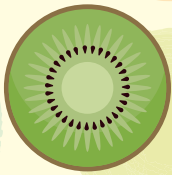
**WORLD'S GREATEST DOG**





# POIDOG CLUB

*Born in Hawaii*



*Kiwi*



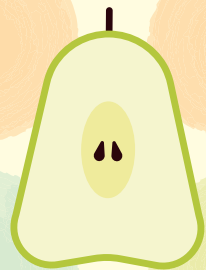
*Watermelon*



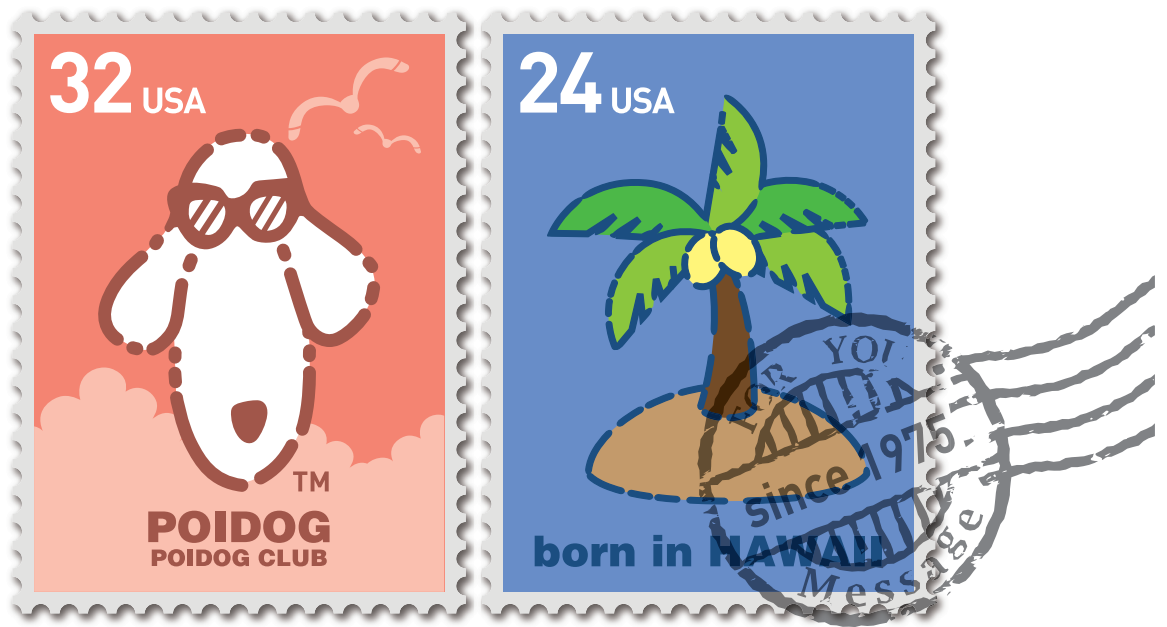
*Lemon*



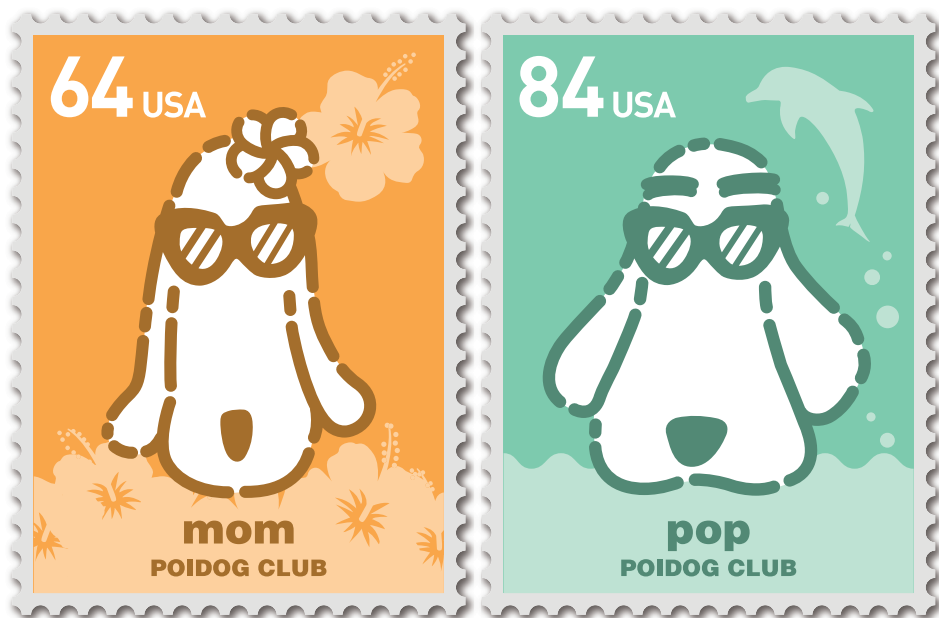
*Strawberry*



*Pear*



**POIDOG CLUB** since 1975



# POI DOG CLUB

Poidog born in hawaii.  
an unamiable face with long ears.  
world greatest dog  
property of Yanagi.  
Poidog sports classic dog  
with the best certified pedigree  
in the world since 1975



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POIDOG  
pop

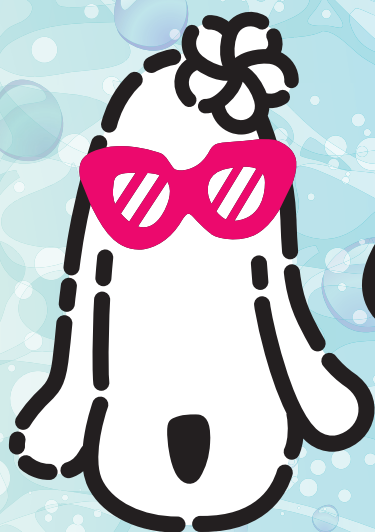
POIDOG  
mom

POI  
DOGS

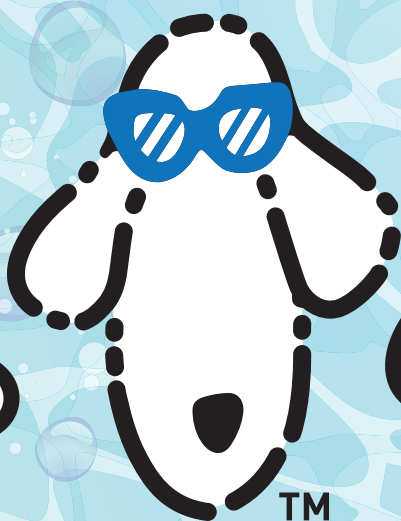
TM



# POIDOG CLUB



mom



TM

poidog



pop



**since 1975**

POIDOG BORN IN HAWAII.  
AN UNAMIABLE FACE WITH LONG EARS.  
WORLD GREATEST DOG PROPERTY OF YANAGI.

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