

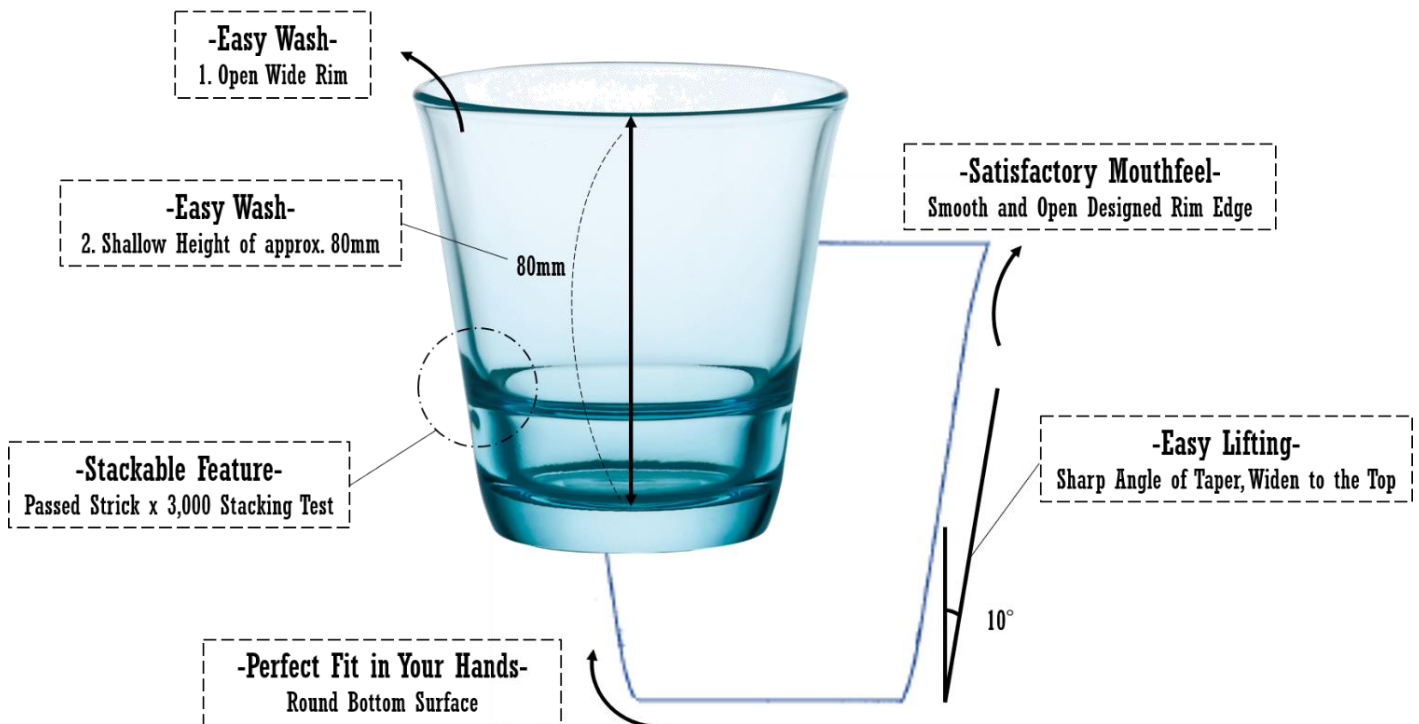
“STORY of SPASH”

February, 2021

Toyo-Sasaki Glass Co., Ltd.

【SPASH】 A stylish glass tumbler from Toyo-Sasaki Glass, in the palette of earthy and grounding color, for daily use at home. Our SPASH series though in simple design, have excellent functionality and ingenuity, which allows you to enjoy your favorite beverage. We would like to introduce its background history or in other words the product development process of how SPASH was given birth.

The origin base of SPASH series, one clear glass tumbler was developed through an investigation of “What kind of a glassware will make water look tasty in vision and actually tasty?” Our marketing team has attempted to find what is desired for a water drinking glass except for high clarity, by bringing light to all the representative tumblers created in our long company history since 1878. Among all, palm fitting design, smooth rim for satisfactory mouthfeel, easy washing and storability were positioned as especially important elements.



Palm fitting design are achieved by 2 main points. First is the rather sharp angle of taper widen to the top, which makes it easier to lift the glass from table. Second is the round bottom surface which makes a perfect fit to your mouth of moon (used in palmistry), or hypothenar eminence (used as scientific term), so you can make full use of grip strength. The smooth and open designed top rim is for the satisfactory mouthfeel, with only a slight tilt back will let gravity do their work, and water will flow into your mouth smoothly. And shallow height and open wide rim achieved ease washing.

As the name SPASH came from 2 words “**SPACE & SHORT**” combined, it is designed to save space for storage. SPASH is one of our Toyo-Sasaki Glass’s HS series that is stackable with toughening technology applied on the glass edge portion. While previously produced stackable tumblers were for casual use, for example to be used in ramen shops in Japan, SPASH were aimed for hotels and cafes’ fashionable dining scenes, with soft curve on side, more modernized and stylish designed shape. It was also a new challenge to create the first stackable tumbler by “press forming process” which can achieve rich sturdiness and stability. Especially on the improvement of the glass forming mold to make the glass thin and light as much as possible to be able to endure the stacking, was the most difficult part. Countless trial and error were made for more than 3 years’ time for stable production. It has also surpassed our strict 3,000 times stacking test to be approved as one of our HS brands.



There are 4 color variations in SPASH series, Clear, Aqua Blue, Leaf Green, and Silver Grey. This color variation was being decided by pushing our past technical achievements and responding to fashion leads. Modern world with countless choices and new information flowing every day, every one of us have different tastes, however, there is always a certain trend. In here, for colors for example, at the time of development process of SPASH, rich earth tones which will make you unwind, offer soothing organic tastes were a trend. Many of you may have seen houses or cafes incorporating wooden, nature green interiors or themes. Color variation of SPASH was designed to fit into those earthy, warm atmospheres, with a wish to be used for a long time daily.



So, we have introduced the background story of “SPASH”, perfect for hospitality, food service industry with unique sturdiness in press forming process made, stylish stackable tumbler. With calm blurry colors which could blend into sun streaming or any other daily lights and scenes, it is also for everyday use. Why not have them fully lined up on your table, enjoy them with your eyes, hands and mouth with making your drinking time one step tastier?

February, 2021