

NOK's Hair Tie "KKOOR" Receives Good Design Award!

Celebrated as "an Essential Hair Tie Solution," Reflecting Decades of Rubber Expertise

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") has been awarded the prestigious 2024 Good Design Award for its first B2C product, the "KKOOR (Kukuuru)" hair tie. This marks the first time NOK has received this award.



(Left) The "KKOOR" hair tie



GOOD DESIGN AWARD 2024

(Right) The Good Design Award 2024 logo

KKOOR is NOK's first B2C product and has been available on Amazon since February 2024. The hair tie is highly resistant to sweat and water, offers excellent durability, and is designed to hold hair in place firmly while being easy to remove. This product was awarded the Good Design Award in recognition of NOK's material development expertise, cultivated over years of manufacturing automotive components, and the unique structure of the hair tie, which was praised as "an essential hair tie solution."

■ Judges' Evaluation

NOK was highly commended for applying its extensive expertise in automotive rubber products to create an innovative hair tie. By rethinking the conventional cylindrical structure and adopting a hexagonal design, NOK successfully solved common hair tie issues, resulting in a durable, long-lasting product that is less likely to break or stretch. This is truly the realization of an ideal hair tie solution.

■ About the Good Design Award

The Good Design Award is an initiative that seeks to enrich our lives and society through design. It recognizes a wide range of items, including products, architecture, software, systems, and services. Whether tangible or intangible, anything constructed to achieve an ideal or purpose is considered "design." The award evaluates and honors the quality of these designs. In today's increasingly complex society,

design plays a crucial role in solving challenges and discovering new themes, expanding the possibilities of design. Through its evaluation process and diverse promotional efforts, the Good Design Award supports those who see potential in design, aiming to expand the areas where design can contribute. Ultimately, it envisions a society where everyone can live more richly and creatively.

■ Product Details



- Product Name : KKOOR (Kukuuru)
 - ※ KKOOR is a registered trademark of NOK.
- Colors (Quantity) : Set of 3
Espresso Black (2 hair ties), Milk Tea Brown (1 hair tie)
- Price : ¥598 (tax included)
- Available at : Amazon
Purchase URL
https://www.amazon.co.jp/dp/B0CR3RQZDD?ref=myi_title_dp
- Material : Silicone rubber
- Diameter : Approximately 5 cm

■ Key design features of the KKOOR hair tie

1. The hair ties are made from NOK's newly developed silicone rubber that is highly resistant to sweat and water and offers exceptional durability.
2. Featuring a unique star-shaped cross-section, it firmly holds the hair in place while allowing for easy removal.



Cross-sectional view of KKOOR

■ Material development, shape design, and quality control expertise from automotive parts manufacturing

The NOK Group has honed its material development and rubber formulation technologies through its foundational oil seal research and development work. Currently, the company holds over 88,000 rubber "recipes," with a dominant market share in Japan for its flagship products, including automotive oil seals and O-rings. To showcase NOK Group's technical capabilities to a broader audience, we embarked on a new challenge by developing the B2C product KKOOR. During development, we created a new type of silicone rubber suitable for hair ties, achieving the necessary durability, elasticity, and smoothness (to prevent hair tangling); the hair tie's shape was carefully designed to minimize tangling. This product is manufactured in NOK's Japanese factories under the same strict quality control standards required for automotive parts.

< KKOOR Performance Evaluation >

After conducting evaluation tests, the following was confirmed:

- KKOOR hair ties do not break or significantly deform, even after 1,000 stretches
- They offer approximately 50% less friction, making them less prone to tangling compared to typical silicone rubber products
- The hair ties are soft and easy to stretch, extending up to five times their original size

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■ About NOK Group

The NOK Group is dedicated to "Essential Core Manufacturing — The manufacture of pivotal products that shape society." Through this approach the Group demonstrates its commitment to providing greater safety and comfort, the cornerstones of a prosperous society. The NOK Group consists of 93 companies located in 15 countries and regions with approximately 38,000 employees. Product development is built upon a robust base of foundational research, resulting in large-scale, stable and high-quality production. Moving forward, the Group will continue to provide technologies and products for all industrial areas including automobiles and other mobility sectors, electronic products — centered on PCS and smartphones- office automation equipment, medical and healthcare devices, industrial robots, and satellites.