

January 17, 2025

NOK Corporation

NOK “KKOOR” Hair Ties X Breath Hamamatsu Collaboration with Women’s Volleyball Team

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") has collaborated with the women's volleyball team Breath Hamamatsu (based in Shizuoka Prefecture and a member of V.LEAGUE WOMEN) to release a special edition of the hair tie “KKOOR (Kukuuru)” as official team merchandise. Sales of the product began on Saturday, January 18.

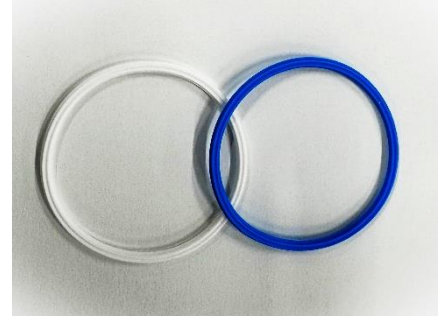


KKOOR × Breath Hamamatsu Package Image

NOK’s KKOOR hair tie made its debut in February 2024 as the company’s first B2C product. Renowned for its high resistance to sweat and water, exceptional durability, and ability to hold hair securely while remaining easy to remove, it has earned a strong reputation. Since its launch, KKOOR has been featured in collaborations with various sports teams, marking this partnership with a V.LEAGUE club as a first. The collaboration model retains all the original functionality and performance of KKOOR, presented in a two-piece set inspired by Breath Hamamatsu’s team colors — white and light blue.

■ KKOOR × Breath Hamamatsu Product Overview

- Product Details: A two-piece set of KKOOR hair ties in white and light blue inspired by the team colors.
- Release Date: Saturday, January 18, 2025
- Price: 550 yen (tax included)
- Sales Locations:



- ① At the merchandise booths of Breath Hamamatsu home games for the 2024–25 V.LEAGUE WOMEN season
Hamamatsu Arena (808-1 Wada-cho, Chuo-ku, Hamamatsu City, Shizuoka Prefecture)
Sala Green Arena(5042-133 Hirakuchi, Hamakita-ku, Hamamatsu City, Shizuoka Prefecture)
- ② Breath Hamamatsu Official Online Store: <https://breathhamamatsu.stores.jp/>
(Japanese only)

■ About the KKOOR Hair Tie

The KKOOR hair tie, made from NOK's newly developed silicone rubber, features a unique star-shaped cross-section that provides a secure hold while allowing for easy removal. Its excellent durability and resistance to sweat and water make it ideal for everyday use as well as more active environments like sports, saunas, and beach outings.

For inquiries related to this press release:

Corporate Communications, Corporate Affairs Group, CEO Office, NOK Corporation

TEL: +81 3-5405-6372

Email: mb_nok_corporate_affairs@jp.nokgrp.com

■ 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.