

## NOK “KKOOR” Hair Ties × Kyoto Hannaryz Collaboration with Professional Basketball Team

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter referred to as "NOK") has collaborated with Kyoto Hannaryz, a professional basketball team based in Kyoto and a member of the B1League, to release a special edition of the “KKOOR” hair tie. This exclusive collaboration model will be available as an official Kyoto Hannaryz merchandise item starting Saturday, February 1.



“KKOOR × Kyoto Hannaryz” package design

The KKOOR hair tie is NOK's first B2C product and has been on the market since February 2024. Its key features include strong resistance to sweat and water, superior durability, and the ability to securely hold hair while allowing for easy removal. Since its launch, KKOOR has collaborated with various sports teams, and this marks the first partnership with a B1 League club. This special edition set includes two hair ties in Kyoto Hannaryz's club colors — Hannaryz Blue and gray — while maintaining the original functionality and performance of KKOOR.

## ■ KKOOR × Kyoto Hannaryz Product Details

- Product Details: Set of two KKOOR hair ties in Hannaryz blue and gray, reflecting the team's colors
- Release Date: Saturday, February 1, 2025
- Price: 770 yen (tax included)
- Where to Buy:
  - ① Resona Group B.LEAGUE 2024-25 SEASON Kyoto Hannaryz home game venue  
Official merchandise shop at Kataoka Arena Kyoto (Kyoto City Gymnasium)  
(1 Nishikyogoku Shinmei-cho, Ukyo-ku, Kyoto, Kyoto Prefecture)
  - ② Kyoto Hannaryz official online shop: <https://www.bleague-shop.jp/kh/>

## ■ 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:

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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.