



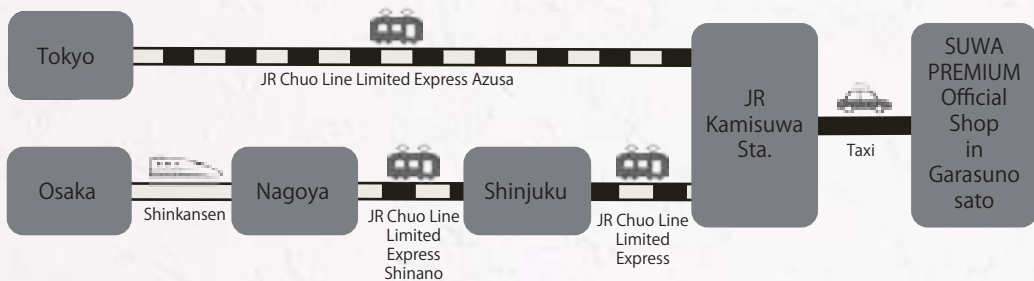
【Mt.Fuji and Lake Suwa】

SUWA PREMIUM Official Shop



- 🕒 10:00~18:00(Apr.-Sep.),10:00~17:00(Oct.-Mar.)
- 🗓️ Tuesday and Wednesday(Apr.-Des.),Tuesday to Thursday(Jan.-Mar.)
- 📍 2400-7 Toyoda,Suwa City,Nagano,Japan.
- 🚗 10 minutes by car from JR Chuo Line Kamisuwa Station.
- ☎️ +81-266-57-2000 <https://www.garasunosato.com/>

Access



Contact Information | SUWA Brand Promotion Committee. (The department of commerce industry at Suwa City Hall.)
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Shinshu・Suwa



SUWA
PREMIUM



SUWA PREMIUM,

Gems created by inherited and new techniques.



Clear and Refined

What is SUWA PREMIUM?

The Suwa area, located in the center of Nagano Prefecture, was once known as "The eastern Swiss" and has developed through the silk industry in the old days and precision processing technologies such as watches, cameras, and music boxes after World War II. SUWA PREMIUM is a regional brand which was created by sharpening and crystallizing the "manufacturing DNA" that has taken root in this region. Please take a look at our passion for craftsmanship, the skills and ideas that will surely make you gasp in awe.



Origin of the Brand

The Suwa area has a long tradition of fine craftsmanship, but most of the companies in the area were small to medium-sized parts manufacturers. While they were unable to create value-added end products and new businesses, a company called Komatsuseiki Kosakusho Co.,Ltd . began to produce its own product. The idea was to create an hourglass using the alloy sand, which is the byproduct of automobile parts manufacturing process. The challenges were numerous, including how to work out the necessary materials, design, processing technology and sales channels in addition to the sand. They needed partners to collaborate with, but there was this question. Would they cooperate? Despite these concerns, their enthusiasm to "create something new" moved other manufacturers, designers, sales outlets, and even government agencies. The joint effort was successful, and an ultra-high-precision hourglass was completed.

The hourglass was sold in a limited edition of 100 pieces in 2013 and sold out in just 10 days. It was featured in newspapers and on TV, and even received orders from overseas. This event showed the potential of manufacturing in the Suwa area and led to the establishment of the "SUWA Brand Promotion Committee," a public-private partnership. In 2014, a new regional brand SUWA PREMIUM was born by combining the power of different industries, it is possible to create something new and attractive. We will continue to pursue the possibilities of manufacturing in order to convey the attractiveness of the Suwa area's craftsmanship to as many people as possible.

Major awards for the brand

- Minister of Economy, Trade and Industry Award at the 14th Industrial Tourism City Development Awards.
- Monozukuri (manufacturing) Grand Award NAGANO2022
- Shinshu Brand Award 2022.



SUWA ±5μ-Hourglass

The hourglass that triggered the promotion of the SUWA brand is still available in limited quantities. Please enjoy seeing the high-precision technology and beautiful design that the SUWA premium brand boasts.

Komatsuseiki Kosakusho Co.,Ltd

It will surely make you curious.



SEEK SPL (Monocular)

Hand made high-precision monoculars made in Japan by skilled technicians. Weighing only 46g, it is easy to use as it comes into focus the moment you see it. It is ideal for live performances, concerts, travel and art appreciation etc.

Light Optical Works, Ltd.

Award ●Shinshu Brand Award 2019



SLISSER (Nose hair cutter)

A long-selling etiquette cutter that has been improving since 1965 and continues to receive high acclaims both domestically and internationally for its sharpness and design. The functional beauty that has been refined over the long history of this product makes it a pleasure to own.

Kanematsu Kogyo Co.,Ltd.



Laurett's (Fountain Brush Pen)

A gem born from the co-creation of sophisticated cutting technology and a long-established ink manufacturer. The entire circumference of the brush pen is specially treated to bring out the beauty of the material and its pleasant feel. It will improve your writing experience to the next level.

Maruyasu-seiki Manufacturing Co.,Ltd

Award ●ISOT The STATIONERY OF THE YEAR Award 2018
●iF DESIGN AWARD 2020