



News Release

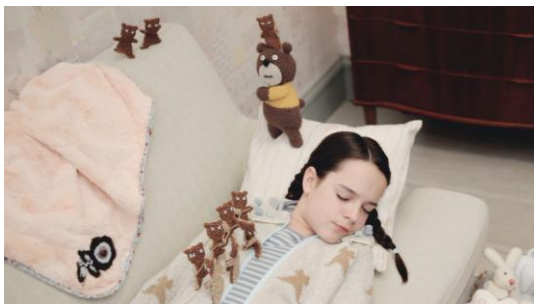
February 28, 2017

YKK branded content spreads the idea “Little Parts. Big Difference.” around the world

New stop motion film “Zipper & Bears” to be internationally released by YKK, following its high-profile short animation films that received a total 13 million views

—to premiere on YouTube from February 28 (Tue)—

YKK Corporation (Head office: 1 Kanda-Izumicho, Chiyoda, Tokyo) produced and released the short animation “FASTENING DAYS” in 2014 and its sequel “FASTENING DAYS 2” in 2016, drawing a total of over 13 million views around the world as part of its efforts to widely promote the YKK corporate brand and zippers. YKK’s latest feature, “Zipper&Bears,” is a stop motion film and will premiere worldwide on February 28 on YKK’s official YouTube Channel (<https://www.youtube.com/YKKfastening>), as well as in commercial ads on YouTube in various countries/regions.



The YKK Group’s core businesses are its fastening products and architectural products businesses, and it operates in 71 countries/regions divided into six blocks: North/Central America, South America, EMEA (covering Europe, the Middle East, and Africa), China, Asia, and Japan. The Fastening Products Group, which manufactures products that fasten and link things

together, has consistently supplied the world with zippers, snaps, buttons, and other fastening products through extensive quality management and integrated production systems since the company was founded over 80 years ago.

“Zipper&Bears” was produced to promote the Fastening Products Group’s tagline of “Little Parts. Big Difference.” to the world, under the theme that YKK develops helpful, gentle zippers.

The stop motion studio “dwarf” was tapped for this film. People around the world will enjoy this work, which employs stop motion without words to communicate the functionality of YKK zippers.

“Zipper&Bears” is the story of tiny bears working hard to close the zipper on a girl’s cardigan when they realize the amazing function of the zipper. While zippers are taken for granted in everyday life, the story showcases YKK’s efforts to evolve zippers to be more functional and to make life more convenient and full for people around the world. We invite you to enjoy this elaborately crafted movie that links a total of 1537 shots taken over the course of 11 days.

Overview of stop motion film “Zipper&Bears”

Title	:Zipper&Bears
Movie URL	: https://youtu.be/4ZNebENfJys
The Making of Zipper & Bears URL	: https://youtu.be/N_hXGv6V1ZE
Production	: puzzle
Animation studio	:dwarf
Creative director	:Junichi Tanaka (POPS)
Release date	:Tuesday, February 28, 2017
Released for	:Global release
Length	:2minutes 27 seconds

Story:

It's a cold, quiet, snowy day, and a girl is sleeping on the sofa. If you look carefully, the zipper on her bear-patterned cardigan was left open. The bears on her cardigan mysteriously pop out and begin working hard to close her zipper! However, they struggle to lift the slider. A large bear from a knit cap nearby also pops out and starts to help, but still they struggle. The girl's grandmother enters the room and the bears panic! When the grandmother reaches for the girl's zipper, the bears witness the amazing truth...!



Reference Information

The short animation films “FASTENING DAYS” and “FASTENING DAYS 2” are available for viewing on YKK's official YouTube channel and special website.

Official YouTube channel: <https://www.youtube.com/user/YKKfastening>

Official website: <http://www.ykkfastening.com/fd/>

About YKK Corporation

The YKK Group operates in 71 countries and regions around the world, with a total of 114 companies (24 in Japan and 90 overseas). YKK's global business management structure is comprised of 6 regions that span the globe. YKK's core business segments are Fastening Products (zippers, snaps, buttons etc.) and Architectural Products (windows, doors, curtain walls for residential, and building construction materials), as well as Machinery and Engineering to support the integrated production of these core businesses.

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