



News Release

For immediate release

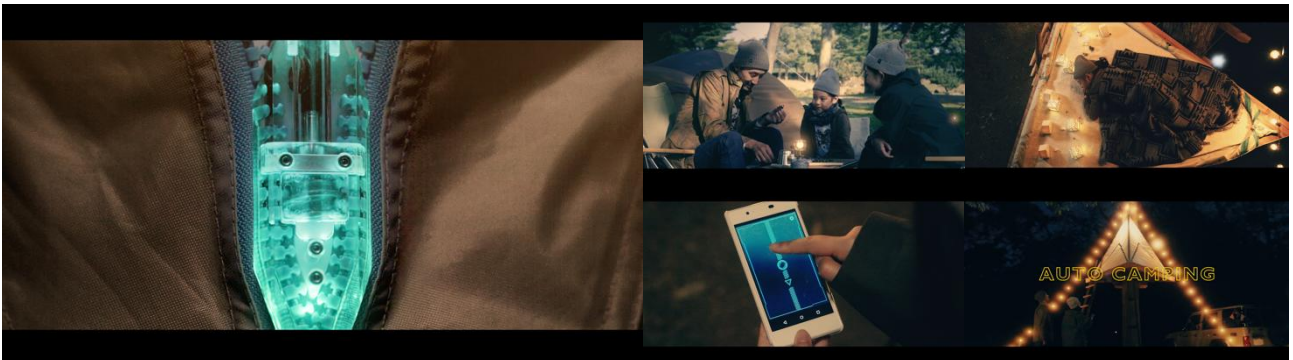
November 6, 2017

YKK® branded content shares the idea of “Little Parts. Big Difference” with the world.

YKK to release short film "AUTO CAMPING" on its website and YouTube on November 6

– Film to feature automatic zippers –

YKK Corporation (Head office: 1 Kanda Izumi-cho, Chiyoda, Tokyo) has produced the short film “AUTO CAMPING” as part of its efforts to widely promote its corporate brand and zippers. The film, which tells the story of a family at a campsite using automatic zippers, is slated to be released on Monday, November 6 on YKK’s official YouTube channel (<https://www.youtube.com/user/YKKfastening>) and YKK’s official website. It will also be distributed as a commercial ad on YouTube.



The YKK Group, which produces YKK ® brand fastening products and YKK AP ® brand architectural products, currently operates in 70 countries/regions of the world, including North, Central and South America, Europe, The Middle East, Africa, China, Asia and Japan. The Fastening Products Group, which manufactures products that fasten and link things together, has continuously provided the world with zippers, snaps, buttons and other fastening products through a comprehensive quality management and integrated production systems since the company was founded 80 years ago.

Automatic zippers are a product featured in “FASTENING DAYS,” a short animated film series produced by YKK from 2014 to 2017, which has garnered a total of over 26 million online views. YKK set out to make the product a reality. With automatic zippers, it is possible to open and close the zipper by remote control using a smartphone. YKK anticipates that automatic zippers will be used not only with industrial materials, but in a diverse array of fields, including the apparel industry, in the future.

YKK has produced the new “AUTO CAMPING” film to share the YKK Fastening Products tag line, “Little Parts. Big Difference.” with the world through the theme of automatic zippers, which are currently under

development. It tells the story of a family visiting a slightly futuristic campsite that ends up having a wonderful night by using automatic zippers.

Through branded content such as this, YKK is expressing its business stance of taking on the challenge of creating new products.

Overview of Online Short Film “AUTO CAMPING”

Title: AUTO CAMPING
Official Website: <http://www.ykkfastening.com/fasteningdays/>
Director: Naoya Yamaguchi
Release Date: Monday, November 6, 2017
Released for: Global release
Length: 1 minute, 31 seconds

Film Outline:

As Christmas approaches, a family visits a campsite by car. While lost in her own world playing with a special toy that her father made, a little girl can't help nodding off to sleep. Looking at her daughter sleeping soundly in a tent put up on top of a tree, her mother takes out her smartphone. She presses a button in an app, and the tent comes to life all by itself... Please enjoy this rather fantastical, heart-warming Christmas movie!

Reference Information

The short animated feature series “FASTENING DAYS” is available on the YKK's official YouTube channel and YKK's official website.

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

Website: <http://www.ykkfastening.com/fd/>

About YKK Corporation

The YKK Group operates in 70 countries and regions around the world, with a global business management structure covering 6 regions. Its core business segment is Fastening Products (zippers, snaps, buttons etc.).

Company name: YKK Corporation

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Contact information

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