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Laox Co., Ltd.  
Shaddy Co., Ltd.

Shaddy joins Seven Eleven Japan' s new "Gift for Living" !

~ Its product assortment expands 2.5 times ~

Shaddy Co., Ltd. (hereinafter referred to as "Shaddy" ), a subsidiary of Laox Co., Ltd. (hereinafter referred to as "we" ) will offer the gift sales division of Seven Eleven Japan Co., Ltd. (hereinafter referred to as "Seven Eleven" ) an infrastructure for selling general products and certain gift items.

Seven Eleven Japan now operates a network of around 20,700 stores across Japan. The retailer has led the convenience store industry in Japan by offering safe and trusted products and services and advocating "neighborhood convenience" to capture customer needs.

Shaddy has been a pioneer in the Japanese gift market. It is well known, especially among those over forty, for its motto of "Shaddy is a catalogue book that is, in and of itself, a department store!" Its network of gift shops located throughout Japan is one of the largest in the country. Shaddy carries more than 60,000 SKU' s, with a shipment of more than 58 million products (including 6.5 million home deliveries), making it the largest general gift wholesaler in Japan.

As Seven Eleven decided to enter the growing casual gift market in Japan, it formed a partnership with Shaddy, a company specialized in gift sales, to put to full use its knowhow to develop new gifts and unique infrastructure such as logistics centers and customer centers.

By combining Seven Eleven' s expertise to develop products and services that meet customer needs and Shaddy' s knowhow in gift sales, they will be able to offer Japanese consumers ideal gift shopping experiences.

Please pay attention to the future developments of Laox and Shaddy!

Contact for information regarding this announcement

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