

# STEELY-EYE®

Eye for Intellectual Selection

## STORY

Steely-Eye® signifies "Relentless Eye".

"Steely" has meanings such as "persistent heart" or "hard like steel".

This indicates the pride and intelligence of craft man, who are determined to manufacture fabric of utmost quality without any compromise.

"Eye" not only denotes the physical eye itself, but also "eye to distinguish high quality material" or "high intention to make fabric of supreme quality".

In other words, "Steely-Eye®" means ultimate fabric which has never existed in the past, made of finest material selected without compromise, manufactured with the high intention.

## FABRIC

"Steely-Eye®" is the state-of-the-art product, developed by collaboration of Development Departments of Osaka Senko Co., Inc. and Kuroki, Inc.

Normal Emery has feather, however, "Steely-Eye®" only has bio-fibril feeling. This was accomplished by development of super minute Emery, which is still exceptional worldwide. Ordinary "peach" material, due to its wool like feeling, application is limited to Autumn and Winter apparels.

However, the texture of "Steely-Eye®" made it possible to employ year-round. The answer to what type of fabric this special processing is most appropriate, is yet another hidden asset to Kuroki's Development department.

# STEELY-EYE®

To convey the benefits of this product to the consumers:

## "STEELY-EYE®" Original Tag

To directly convey the benefits of "STEELY-EYE®", we have prepared an original tag (double folded paper) which may be attached to every product employing our "STEELY-EYE®". On the cover of this tag will be a photo of "STEELY-EYE®" fabric with a catchcopy. On the inside will be the characteristics of the fabric, revealing its high quality.

