



YAMADATATSU

COMPANY PROFILE

TRUSTED “TSUNAGI” SINCE 1911

- A century of passion -

As the world has evolved, there have been dramatic changes in
what is demanded of tsunagi (commonly referred to as work coveralls in English).

Are they better suited for the workplace?

How much do they meet the true needs that even people who wear them are unaware of?

This is what we at Yamadatatsu have strived for, and we will continue to do so into the future.

Yamadatatsu launched production of made-to-order workwear in 1911.

Since then, we have experienced the chaos of the war and post-war era, historic natural disasters,
and unprecedented recessions.

Our history began more than a century ago. This has been a valuable time during which we have grown
with Japanese industries as they have overcome repeated hardships.

Our technology and ingenuity have been passed down over the years and strengthened by the changing times.

Widely used in various fields, including aviation, marine, and construction,

Yamadatatsu tsunagi have won strong trust as Japan’s indispensable tsunagi brand.

We will leverage our experience over the past century for the coming century.

No matter how much things change, we will maintain the traditions to be passed
on to the next generation and be sure to live up to the steadfast trust of workplaces by providing tsunagi
that professionals in those workplaces always need.



※ Tsunagi for work
Tokyo Shoko Research survey October 2025

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VISION OF “TSUNAGI”

The power to connect, for people and the future

Transforming the concept of tsunagi
Unwavering trust

We have transformed tsunagi into easier-to-use, everyday workwear.

Yamadatatsu boasts an established history as the top tsunagi manufacturer.

Looking back, however, it has not been an easy path,
but one that has entailed numerous hardships.

What is the history of Yamadatatsu? Our history is one of directly confronting
the strong demands of professionals who work on the frontlines of their industry
and take on the challenge of continually pursuing the idea of tsunagi.

We want to offer tsunagi that connect people to people and people to their workplace.

No matter how the times change, this idea remains the same.

It is exactly because of this that we have maintained the steadfast conviction
that we will make no concessions with our tsunagi.

Innovation in technology. Innovation in consciousness. Innovation in the environment.

We increase productivity and adapt to changes in the time,
such as the growing importance of SDGs,
by pursuing frontline-oriented workwear and continually undertaking R&D.

Not limiting ourselves to past ideas. Creating new value.
Our goal, what we aim for, is to create the future of tsunagi.



WHAT’S “TSUNAGI”?

“Tsunagi,” workwear born from the dream of getting rich quick

The time was the Gold Rush during the American frontier era.
When gold was found in California, U.S., in 1848, hundreds of thousands of people
from throughout the world flocked there with the dream of getting rich quick.
However, work clothes at that time quickly wore out because of the harsh sunlight,
strong wind and rain, and mining work that resulted in clothing getting covered in mud.
In this harsh environment, many laborers wanted sturdy work cloths,
which led to the creation of pants with an attached bib made from rugged canvas (overalls).
It is said that this was the prototype of the tsunagi. Since then, they have been repeatedly improved upon,
leading to the current style with a connected top and bottom that covers the whole body.

WHY “TSUNAGI”?

Single-minded focus over a century

Tsunagi have won the support of people throughout the world over the years.
Worn and beloved by workers on the frontline of their industry, Yamadatatsu’ tsunagi
are made using advanced technology backed by a century of trust.
Improved feel when worn that makes it easy to work in. Durability that makes them suited for even harsh workplaces.
Form and contrivances that increase work safety. If even one of these elements is missing, it is not a Yamadatatsu tsunagi.
We have that much confidence in our products. By honestly listening to the demands from workplaces
that are growing more diverse and complex with the times,
we aim to provide tsunagi that offer wearers even greater advantages.
Technology refined over the span of a century and unyielding stance toward improvements.
Our tsunagi embody this spirit of single-minded dedication that rivals cannot match.
Try on a Yamadatatsu tsunagi, and you will understand why people continue to choose them.

6 ADVANTAGES OF “TSUNAGI”

As evident by its history, the idea of tsunagi comes from workwear, not fashion.
What is required of them is that they are comfortable and safe at actual workplaces.
For workers, the question is whether consideration has been given to not restricting movement.
Having followed a unique evolution path, Yamadatatsu tsunagi offer six advantages.

01 FEEL WHEN WORN Comfortable to wear and does not restrict movement

Tsunagi cannot restrict movement even for an instant. One appeal of Yamadatatsu tsunagi is that they offer outstanding comfort and are easy to move in. In addition to making it possible to smoothly stand up and squat down despite the lack of pleats because of proprietary product technology, such as pattern paper and materials, our tsunagi are easy to put on and take off due to ingenious cutting methods. Because they are beltless, wearers can concentrate on their work as there is no feeling of tightness around their midsection, pants do not slide down, tops do not roll up, and there are no restrictions on the movement of arms and legs.

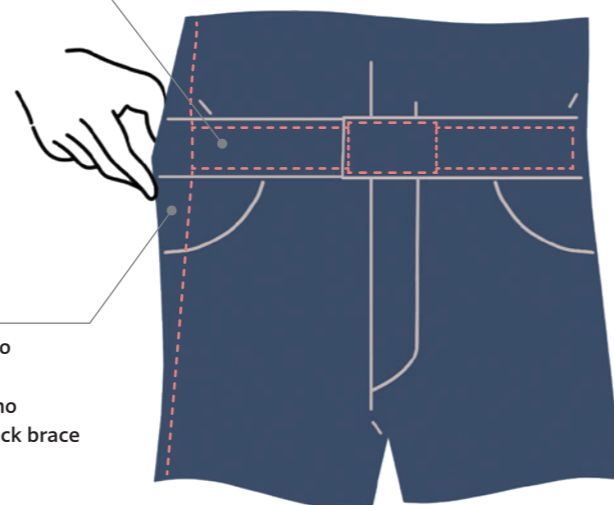
〈Contrivances that take into consideration movement at the workplace〉

No need for belt

Tsunagi eliminate concerns that belt buckles (metal parts) can damage products.

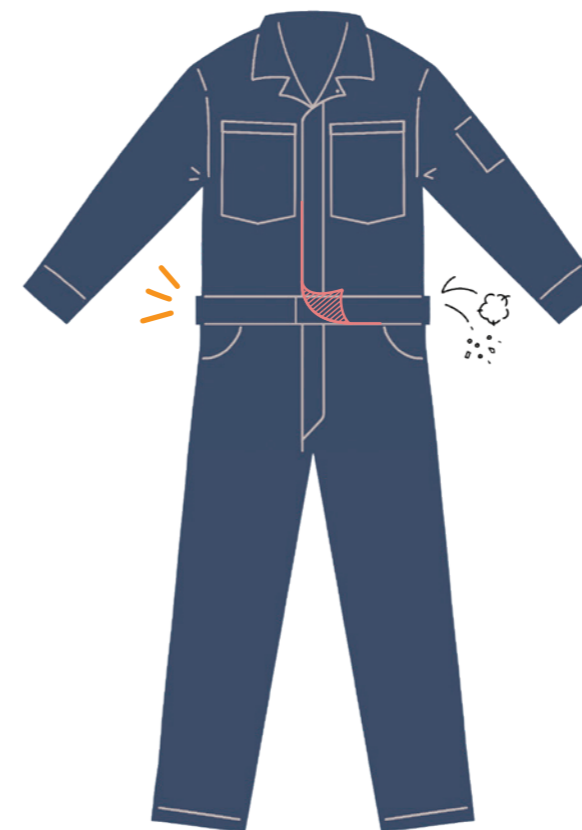
No feeling of tightness

Because the top and bottom are connected, they are loose to wear and do make one feel restricted.
Furthermore, unlike outfits with a top and bottom, there is no obstruction due to the belt part, making it easy to wear a back brace for lower back pain under the tsunagi.



02 WORK SAFETY AND PROTECTION Prevents dirt and introduction of foreign objects

It is precisely because they are worn in a wide range of locations that tsunagi must provide peace of mind.
In addition to making it possible to conduct work safely and comfortably because the connected top and bottom that covers the whole body reduces the amount of exposed skin, tsunagi help prevent dirt and hazardous substances reaching one's clothing since there is no gap between the top and bottom. Because their form prevents foreign material from inside the tsunagi from spreading or leaking outside the tsunagi, they are also effective for eliminating contamination by foreign matter at food processing worksites that must be hygienic and worksites where precision machinery is used.



Preventing work accidents from contamination by foreign matter

One reason people choose tsunagi is their safety and protective features that offer workers physical protection. Yamadatatsu tsunagi boast a form and material appropriate for the envisioned environment that prevent accidents and injuries so they offer physical protection to workers from various workplace dangers.



〈Worksites where there are sparks〉

For worksites where flames are present, such as steelworks, welding workplaces, and metal processing worksites, our tsunagi help reduce serious work-related accidents due to major burns when skin comes into contact with sparks or machines.



〈Worksites with airborne dust〉

For workplaces where paints and cement are used, our tsunagi have contrivances that prevent dust and metal scraps from getting into the clothing through gaps.



〈Worksites where hazardous chemical compounds are handled〉

For workplaces where chemical compounds and liquid chemicals such as solvents are used, our tsunagi protect the body from the danger posed by chemicals getting in through gaps in clothing.

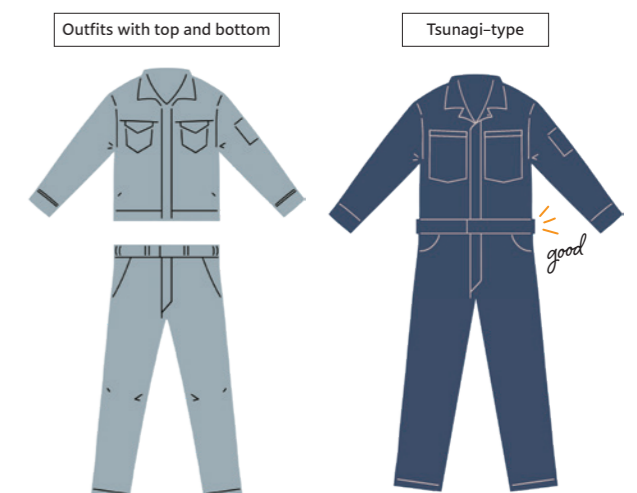


〈Hygienic food processing workplaces〉

For workplaces that demand careful attention to hygiene, such as food processing plants, our tsunagi help prevent foreign matter from contaminating products.

Reducing the danger of accidents caused by getting pulled into machinery

With a top and bottom connected around the waist that eliminates the need for a belt, our tsunagi protect workers and help reduce serious accidents, such as those caused when workers get pulled into machinery due to tops, protruding T-shirts, and other innerwear getting caught in machinery.



03 STRESS FREE ORDERING AND INVENTORY MANAGEMENT

No need to complete complicated order procedures

Ordering outfits with a top and bottom is extremely bothersome because it is necessary to specify not only the particular type and volume of each top and bottom but also the size of top and bottom for each person. Furthermore, distributing delivered outfits can be very time consuming as it entails matching each employee's name to the product and checking that sizes are correct, and this is particularly true at worksites with a large number of workers. With tsunagi, checking and ordering is extremely simple because there is only one type of size information. This reduces the hassle of orders and inventory management.

Mrs. A gets 2 S size jackets and 4 pants with 75 waist,
Mr. B gets 2 M size jackets and 4 pants with 80 waist,
Mr. C gets 2 M size jackets and 4 pants with 78 waist, ...



Outfits with top and bottom



Simple!



Tsunagi-type

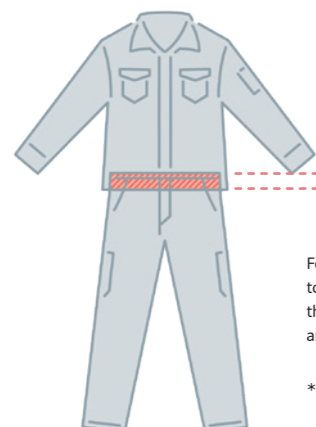
Ms. A gets 2 S size outfits,
Mr. B and Mr. C each get 2 M size outfits, ...

04 ECOLOGICAL OUTFIT

Connected structure that covers the whole body reducing material waste

Covering the whole body with a single piece of clothing, tsunagi eliminate the area where typical tops and bottoms overlap. Therefore, tsunagi use less cloth than outfits with tops and bottoms, reducing the amount of raw material. It can be argued this makes them extremely ecological.

Outfits with top and bottom

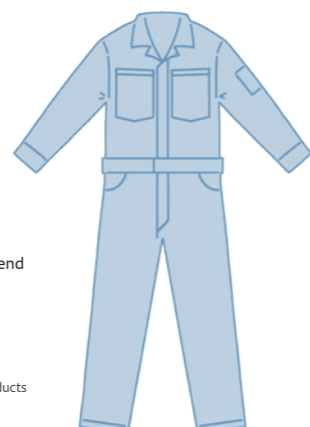


10% LESS

For the same size, tsunagi tend to require less material than jackets + pants, around 10% less.

* Compared to Yamadatatsu products

Tsunagi-type



■ **Recycled polyester material**
Material made from recycled
*Used in some products

■ **Fair trade cotton**
Internationally certified fair trade cotton used.
*Used in some products

■ **Long life**
Less frequent replacement because of outstanding material in terms of sturdiness, resistance to dirt, and durability

■ **Reinforced triple stitching**
Proprietary sewing technology based on know-how acquired over years that makes use of special industrial sewing machines
*Used in some products

■ **Less material used**
Independently developed pattern and marker*¹ technology that maintains functionality but reduces length of material*²

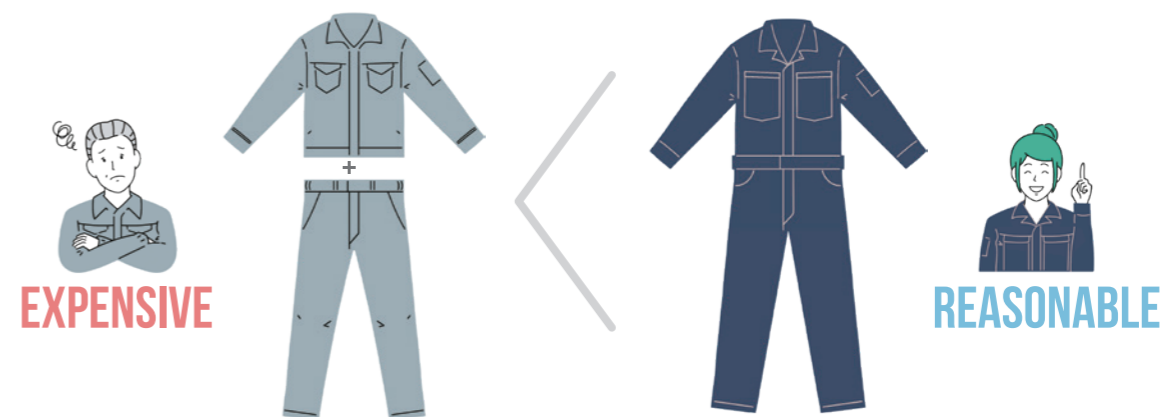
*1: Work inserting the pattern into the whole cloth

*2: Length of fabric necessary to make one outfit

05 COST PERFORMANCE

More economical than outfits with tops and bottoms

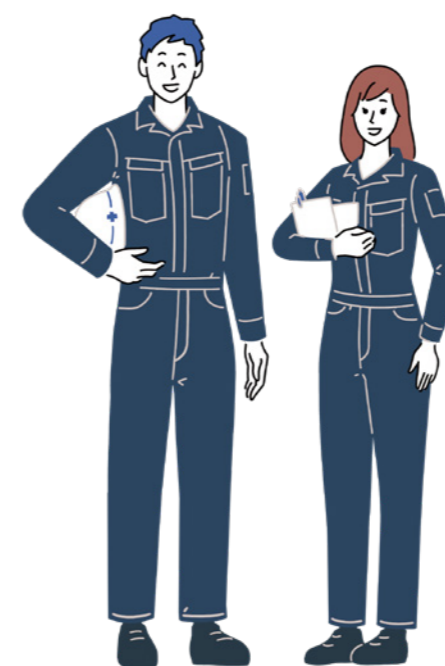
The safety and hygiene offered by tsunagi are not their sole appeal. Because tsunagi cover the whole body, there is no need to match tops and bottoms, making them economical due to the use of less material. They are also economical in terms of managing the washing of uniforms because only a single outfit needs to be washed.



06 GENDER-NEUTRAL DESIGN

Hides bodyline

Offering a loose fitting feel while eliminating exposed skin and constrictions, tsunagi are perfect for gender-neutral workwear due to the single design that both men and women can confidently wear as the outfits conceal the bodyline.



Eliminates concerns about bathrooms
PROCARE-TECH®
W A I S T



Traditional tsunagi with connected top and bottom have been shunned by some people because it seems like it would be difficult to use the bathroom. PROCARE-TECH (WAIST), Yamadatatsu's waist fastener function, has solved that problem. The attached faster around the waist eliminates the hassle of going to the bathroom for both men and women.

* Used for some products

* See page 11 for details on the waist fastener function.

EVOLUTION POINTS OF “TSUNAGI”

Tsunagi for professionals at a wide range of worksites must offer more advanced performance on various fronts, such as physical safety for workers and ease of movement.

Over our history that goes back more than a century, Yamadatatsu has always provided tsunagi that offer solutions to issues faced by each age, thus creating new value for the next generation.

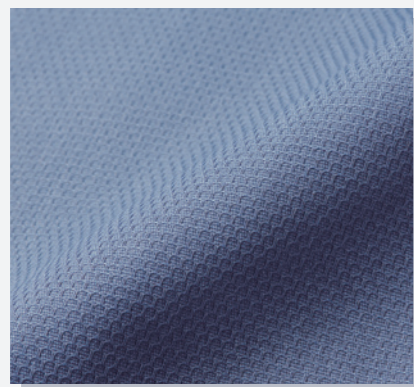
MATERIAL

Stretchable material for flexible movement even at harsh workplaces.

Material that is highly sweat absorbent and breathable and appropriate for extremely hot work environments.

Flame-retardant and flame-resistant material for worksites where hazardous combustible materials are used.

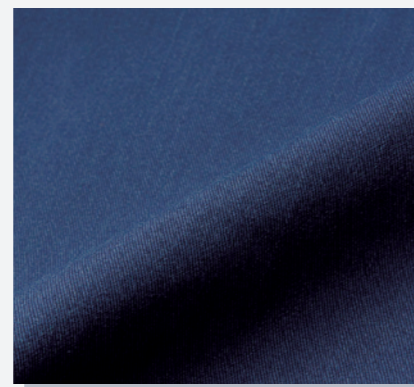
Yamadatatsu tsunagi are made of a new material developed in collaboration with material manufacturers that solves various worksite issues through innovative technology.



SARASSO®

Sweat absorbent and quick drying

Our tsunagi offer high sweat absorption and quick drying properties due to the material surface's 3D structure. The sweat absorption property helps prevent sweat from pooling on the skin, and because they are quick drying, the outfits are easy to care for as they can be quickly used after washing.



FIREPROTECT®

Flame retardant and resistant

The use of highly fire-resistant material increases safety at worksites where flames are present because it retards the spread of fires even when flames are touched and helps prevent adhesion to the skin as the material itself has been carbonized. Customers can also select material that mostly maintains its functionality even when washed.

DEVELOPMENT OF COMFORTABLE FORM

Another major distinguishing aspect of Yamadatatsu tsunagi is their structure that stresses moveability that does not limit physical movement, such as causing tightness around the waist when crouching down or getting snagged when standing up or sitting down, even for outfits without a pleated waist section.

This is achieved through proprietary cutting technology and form, and is true even at worksites where workers must frequently change their position. Our outstanding tsunagi provide both comfort and durability appropriate for routine movements at the workplace.

MOVEZ®

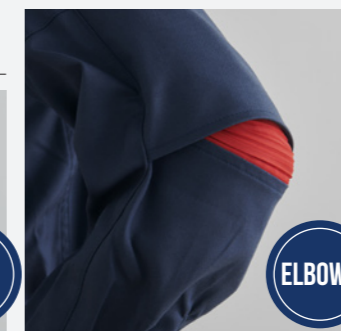
High flexibility that does not restrict work motion

We use stretchable material for the section that extends from the shoulders and sides to waist. In addition to ease of movement, the highly breathable material reduces heat buildup on the sides.

The elbow and knee sections have built-in accordion-type pleats. This lessens the burden on the joints when working.



WAIST



ELBOWS



KNEES

PROCARE-TECH®
W A I S T

Waist fastener that eliminates the inconvenience of tsunagi

The fastener that extends around the waist eliminates the hassle of having to remove the top each time one has to go to the bathroom.



- ① Release the fastener around the waist
- ② Lower the front fastener



STEP.2

Lower the bottoms like one takes off one's pants.



STEP.3

It is possible to sit on a toilet without having to remove the tsunagi.




Easily put on and take off

At Yamadatatsu, we continually work to improve the feel of our tsunagi so that putting them on and taking them is stress free.

OUR ACCOMPLISHMENTS


There is a tendency for people to think that only some types of workers, such as car mechanics, wear tsunagi, but they are actually broadly beloved by people in various industries where “workwear” is used. Yamadatatsu tsunagi are actually beloved by people in an extremely wide range of industries.

INDUSTRY 01
TRANSPORTATION EQUIPMENT
MAINTENANCE-RELATED



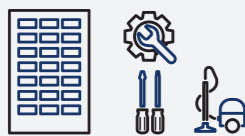
- Automobile maintenance
- Helicopter maintenance
- Vessel maintenance
- Truck maintenance
- Agricultural equipment maintenance
- Special-purpose vehicle maintenance
- Motorcycle maintenance
- Aircraft maintenance
- Various equipment lease

INDUSTRY 02
MINING-RELATED




- Oil drilling
- Coal mining

INDUSTRY 03
BUILDING MAINTENANCE-RELATED




- Building maintenance
- Elevator/escalator management
- Building cleaning
- Highrise building window cleaning
- Boiler maintenance

INDUSTRY 04
AGRICULTURE, FORESTRY,
AND FISHERIES-RELATED




- Farming (rice growing)
- Stock farming
- Farming (vegetables)
- Fishing
- Dairy farming

INDUSTRY 05
MANUFACTURING-RELATED




- Steel
- Food product
- Boiler-related
- Nonferrous metal
- Various types of equipment
- Pharmaceuticals
- Transportation equipment
- Cement

INDUSTRY 06
PLANT OPERATION-RELATED




- Power plants (nuclear power plants, etc.)
- Oil refinery operation
- Various chemical plant operation

INDUSTRY 07
CONSTRUCTION-RELATED




- Interior decoration
- Painting
- Various construction
- Demolition

INDUSTRY 08
WASTER PROCESSING-RELATED




- Recycling
- Industrial waste processing

INDUSTRY 09
TRANSPORTATION-RELATED



- Ground transport
- Marine transport
- Air transport

INDUSTRY 10
OTHER



- Non-destructive testing
- Termite extermination
- Golf courses
- Amusement park operation
- Beauty and hair dressing
- Vocational school (uniforms)



CREATE

High quality, a measure of trust

Trust is not quickly won. Are we meeting the demands of customers? Are customers happy? Trust is also a measure of to what extent customers are satisfied. The technology that we have built up over our long history and our fastidiousness has resulted in high quality that supports Yamadatatsu now.

〈MANUFACTURING AT YAMADATATSU〉

PLANNING

Particular about everything demanded of tsunagi

What is demanded of tsunagi? A close examination reveals that regardless of work or worksite, the question is how comfortable the outfit is and whether it provides greater peace of mind. Cutting-edge technology and ingenious contrivances to draw out the best performance of workers. We are meticulous about all stages, from material selection to the size of pockets and design of detailed parts. Yamadatatsu always moves forward with planning and developing products from the perspective of people at worksites.

PRODUCTION

Network that makes it possible to more confidently provide reliable quality

So that customers need not worry about placing orders for high quality products at an appropriate price, we have focused on developing overseas production bases, including ones in China and Vietnam. At each factory, we promote efforts to thoroughly increase efficiency on production lines by introducing cutting-edge machinery. We have set our own strict technical standards and conduct regular technical training for local staff in order to always maintain a high level of quality for products and production. We have also established a traceability system for uniforms, which has grown more important in recent years. This makes it possible to confidently provide high quality products even for large orders. For small-lot and special orders, we work with the Izumo Factory, our Japan production base located in Izumo City, Shimane Prefecture, to flexibly meet the needs of customers. We have established a complete system so that customers can order products that possess assured quality with peace of mind.

DELIVERY

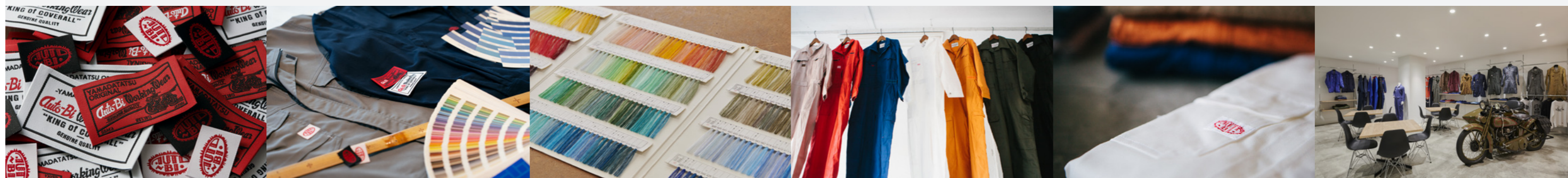
Quick and smooth ordering and delivery Our proprietary online ordering system

How can we handle customers who need tsunagi immediately? At Yamadatatsu, we have introduced a proprietary online ordering system that makes it possible to quickly complete the process from order to delivery. The system allows customers to check in real time such information as inventory volume and delivery date themselves on the website.*1 Even when conducting new searches for products, there is no need to have our catalog on hand, and customers can easily search for products by simply entering requirements.

*1: It is necessary to register in advance to use the system.

No need to wait for tsunagi One of the largest stock maintenance systems in the industry makes efficient delivery of products possible

It is precisely because we handle tsunagi, necessary items for frontline work, that we have independently developed a massive stock maintenance system so that customers who place orders do not have to wait because of missing items or insufficient inventory. For almost 150 of our products that are needed at various worksites, we normally have 400,000–500,000 units in stock at our warehouses throughout Japan. Furthermore, we have established a systematic production system that eliminates out of stock items by operating dedicated production lines both in Japan and overseas and conducting regular production, quality control, and product maintenance. Through these efforts, we are able to reduce the lead time between order and delivery and quickly deliver quality tsunagi to customers throughout Japan who want immediately delivery. Not having to wait is another aspect of Yamadatatsu quality.





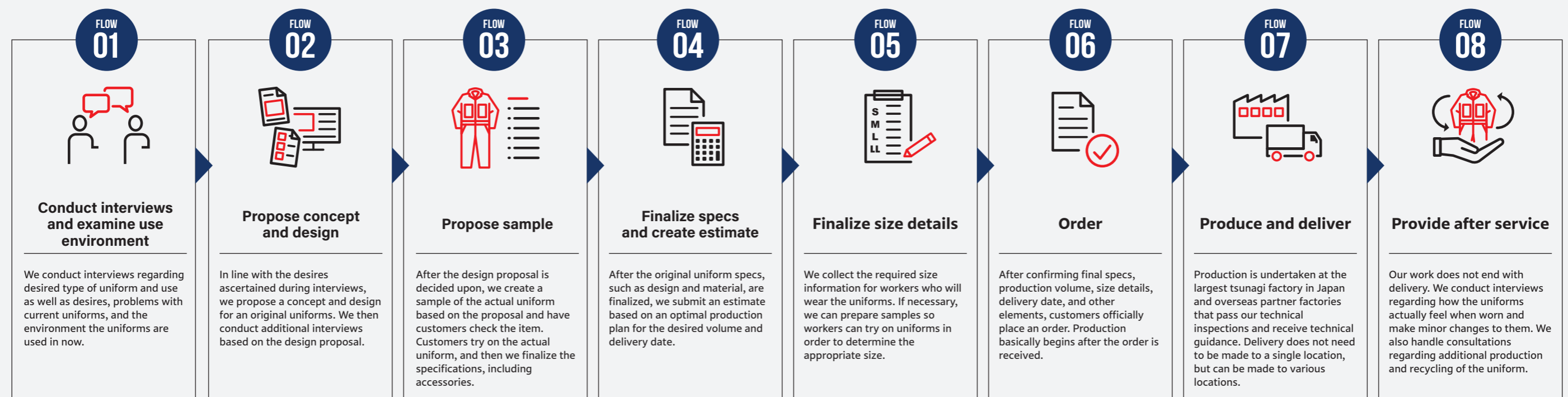
Custom orders of tsunagi that fully meet the diverse needs of customers

Having provided tsunagi appropriate for various worksites over our 100 year history, Yamadatatsu not only handles orders of a wide range of standard products but also offers the UNITECH Service. Through this service, we provide new original uniforms in order to flexibly meet the needs of corporations and a wide range of worksites and operations that are growing more diverse as the times change. We handle all types of orders by leveraging the know-how and technology that we have built up as a tsunagi manufacturer that boasts one of the largest lineups in Japan.

Yamadatatsu uniform service UNITECH

With the UNITECH service, we first hold detailed discussions with customers multiple times from the planning stage and carefully examine order details and then submit plans, designs, and samples. Furthermore, after delivery, we provide extensive after-sales support, which includes having dedicated staff conduct interviews on such topics as how the outfits feel when worn and used. The service also extends to advice on minor changes, additional production, and recycling and makes it possible for customers to make requests with peace of mind.

〈Order flow for full order plan〉



■ ORDER PLANS

Customers can select from three different plans depending on worksite needs, desired volume, budget, delivery date, and other factors.

★★★ FULL ORDER

- Can freely select specifications including uniform fabric
- Can create an original design from scratch

Volume : 800+ as a general rule
(in special situations, 300+ possible for an additional charge)

Number of workers uniforms are for : 200+
(equivalent to 4 outfits per worker)

Delivery : 8+ months after order

★★ REGULAR ORDER

- Can handle various requests, including dying standard uniform material a different color (based on color change)
- Certain design changes are permissible

Volume : 150+ as a general rule

Number of workers uniforms are for : 30+
(equivalent to 5 outfits per worker)

Delivery : 6+ months after order

★ OPTION ORDER

- Possible to request custom processing based on standard products in our catalog (not possible to change material as this is simply custom processing of completed products)
- Customization possible by adding embroidery, printing, etc.

Volume : from a single outfit * Depends on process details

Delivery : Quick delivery possible if standard product is in stock (1 month in general)

econnect®

What tsunagi can do for future generations

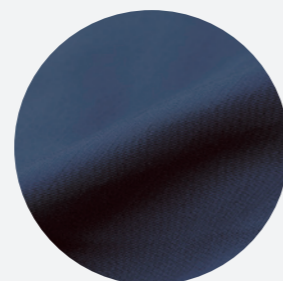
〈Yamadatatsu's SDGs initiatives〉

1 USE OF RECYCLED MATERIAL

We are moving forward with initiatives to use environmentally friendly recycled polyester fiber made from polyethylene terephthalate (PET), the raw material for PET bottles, as a material, and have incorporated this into some of our products. We are also promoting the use of certified fair-trade cotton to meet some of our cotton needs.

Proprietary production technology that reduces waste material

We strive to make effective use of materials throughout the production process by improving various technologies, such as those related to patterns and marking (adding the pattern to the whole cloth), which reduces raw material used.



▲ Recycled polyester



2 DURABLE OUTFITS THAT EXTEND REPLACEMENT CYCLE

Durability is a key factor for tsunagi that are worn in harsh environments all year long. Using high performance materials and combining that with our proprietary sewing technology, we have achieved "year-long" product lives for our tsunagi that are wear resistant even if washed daily. Extending the time until outfits need to be replaced reduces waste caused by the products being disposed of as consumables.



▲ (a) High quality fasteners



▲ (b) Four-needle sewing for both tops and bottoms



▲ (c) Reinforced double stitching

3 UPCYCLING THAT ELIMINATES MATERIAL WASTE

We undertake upcycling by providing new value to discarded clothing and other items. This is a new value concept that is also referred to as creative reuse, and Yamadatatsu, a member of the Ecolog Recycling Network, actively undertakes upcycling, one aspect of which is collecting uniforms.



4 EFFORTS TO ELIMINATE WASTE

If for any of various reasons, including the discontinuation of standard products, whole cloth can no longer be used, we use it as material for products such as seat protectors*1 and eco bags.

*1: Cover placed on seats during maintenance work in order to prevent them from getting dirty.



▲ Seat protectors



▲ Eco bags

5 PROMOTING GENDER-NEUTRAL CLOTHING

We make all our workwear wearable by both men and women. Our tsunagi's functions and performance are always oriented for a new era.

OUR HISTORY

With a 100 years of appreciation

Started by our founder Tatsujiro Yamada in 1911, we celebrated the 100 year anniversary of the founding of Yamadatatsu in 2011. Thanks to all those who have selected Yamadatatsu tsunagi, we have been able to overcome numerous ordeals, including the war, natural disasters, and recessions. When many Japanese primarily wore Japanese clothing, Tatsujiro started work creating workwear with the desire to “provide sturdy, easy-to-wear clothing,” and even now, a century later, our business is still based on this desire. We continue to create tsunagi so that workers can provide their best performance.

- 1911 Yamadatatsu’s founder Tatsujiro Yamada launched production of made-to-order workwear.
- First part of the 1920s Expanded sales channels throughout Japan. Completed nationwide sales network. Started delivering workwear to heavy industry companies such as Kubota Iron Works and Fuji Iron and Steel Muroran.
- 1927 Registered the AUTO-BI brand trademark.
- 1931 Established the general partnership Yamadatatsu Shoten and began to deliver uninforms to naval shipyards in Maizuru, Kure, Sasebo, and Yokosuka.
- 1940 Provided workwear for Japan’s Karafuto Prefecture (southern half of present-day Sakhalin) as the sole prefecture designated plant.
- 1945 Company completely burned down by the Osaka Air Raid. Headquarter functions moved from Morinomiya, where the company was founded, to the current headquarters location, where the company had a sewing plant at the time. Quickly relaunched operations and business activities.
- 1961 Yamadatatsu Corporation established.
- 1963 Merged with Yamadatatsu Shoten, which had the same company name.
- 1975 Announced THE MAN brand.
- 1981 Launched production and sales of racing suits. Announced the THE MAN SPIRIT brand as a racing suits brand.
- 1988 AUTO-BI brand tsunagi “#1760” presented with Good Design Award.
- 1990 Increased capital to 60 million yen.
- 1991 Launched operations at the Izumo Factory. Inaugurated tie-up with KANSAI UNIFORM.
- 1992 Opened Tokyo Office.
- 2001 Provided technical guidance to factory of Vietnam partner and commenced operation in production line at the collaborating Vietnam factory.
- 2011 Celebrated 100 year anniversary since the company’s founding.
- 2017 Celebrated 90 year anniversary since registering AUTO-BI brand trademark.
- 2022 Celebrated 111 year anniversary since the company’s founding.

HIGHLIGHTS

AUTO-BI, the long-selling brand of tsunagi adored throughout Japan, was launched in 1927. The brand has been a part of Japanese history. By being sensitive to trends in the world and flexibly meeting the needs for tsunagi, we will continue to create Yamadatatsu tsunagi loved throughout.

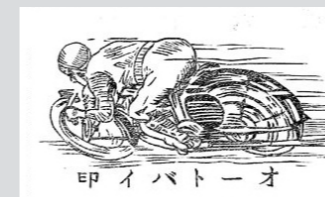


1911 Yamadatatsu founded



In 1911, Tatsujiro Yamada launched production of order-made work outfits for local people at a worksite not far from Osaka Castle. After that, demand for work clothes grew as heavy and other industries developed, and Yamadatatsu tsunagi spread throughout Japan. This is when the long relationship between Yamadatatsu and Japanese industry started, and that relationship has continued to today.

1927 Birth of AUTO-BI



We think about and enjoy tsunagi more than anyone else. Sixteen years after its founding, Yamadatatsu launched its first private label brand AUTO-BI in 1927. At that time, people were enthralled with motorcycles (sometimes referred to as “autobikes” in Japanese), vehicles for the future that swiftly pass through cities. The brand name embodies the spirit of creating new workwear that possesses both strength and design elements like a motorcycle. We wanted to develop tsunagi that people have never seen before and exceed what customers envision. That spirit, which the brand is based on, has not changed since then. When the brand was launched, a corresponding logo was registered as a trademark, and that design is now an indispensable element of AUTO-BI tsunagi.

1950’s Strong economic growth



Demanded easy-to-work-in outfits During the 1950s, Japan was at the height of its period of strong economic growth. At this time of abundant hope, there was a sudden increase in not only work in such industries as the car industry but also calls for workwear that allows people to comfortably do that work. We continued to meet that demand by providing a stable supply of AUTO-BI, high quality tsunagi, throughout Japan. Looking back at Japan’s growth, we are proud that we contributed, even if only slightly, to the rapid growth of various industries, primarily the motorization industry.

1990’s F1 Boom



Leveraging our accumulated technology for the racing suit brand THE MAN SPIRIT We leveraged the technology acquired through the AUTO-BI brand to launch the THE MAN SPIRIT brand of racing suits in 1981. These racing suit protect motorsports participants from accidents. In the 1990s, an era when Japan experienced an F1 boom, Yamadatatsu aimed to provide quality racing wear that physically protects drivers at racing circuits throughout Japan while letting them make the most of their potential. This resulted in the THE MAN SPIRIT brand, which could be seen at racing circuits throughout Japan.

2020 Collaboration with Snow Peak and JOURNAL STANDARD relume



The first brand collaboration for AUTO-BI was the updated capsule collection for camping with Snow Peak and JOURNAL STANDARD relume. Using TAKIBI Denim, Snow Peak’s original tough, hybrid material that boasts both durability and fire resistance, we produced tsunagi appropriate for not only camping but also daily use.

Company name	YAMADATATSU CORPORATION
Founded	July 1911
Incorporated	February 23, 1961
Representative	Representative Director and President Kazuto Yamada
Capital	60,000,000 yen
Business Locations	<p>〈Osaka Headquarters〉 3-14-22 Nakahama, Joto-ku, Osaka City, Osaka 536-0024 TEL: 06-6968-0001 (switchboard) FAX: 06-6968-0009 URL: https://yamadatatsu.co.jp</p> <p>〈Tokyo Office〉 Kinoshita Building 7F, 2-3-5 Nihonbashi-Horidome-cho, Chuo-ku, Tokyo 103-0012 TEL: 03-5640-6211 (switchboard) FAX: 06-6968-0009</p> <p>〈Izumo Factory〉 457-12 Nagahama-cho, Izumo City, Shimane 693-0043 TEL: 0853-28-1760 (switchboard) FAX: 0853-28-1555</p>
Main suppliers (listed in no particular order)	Kurabo Industries Ltd. Itochu Corporation 60 other companies
Main customers (listed in no particular order)	Main uniform suppliers throughout Japan Main unform shops throughout Japan Automobile Workers' Unions throughout Japan 1,200 customers throughout Japan
Main banks (listed in no particular order)	Sumitomo Mitsui Banking Corporation MUFG Bank, Ltd. The Awa Bank, Ltd.
Main Private Label Brands	AUTO-BI, THREE DRAGONS
Main Partner Brands	EDWIN, KANSAI, RECARO, Phiten, Kuchofuku

