

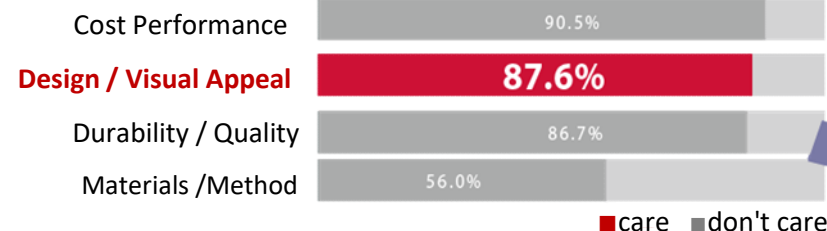


# CASTELLA SPONGE



## The Growing Importance of Appearance in Product Choice

Recent consumer surveys show that **appearance strongly influences purchasing decisions**. In an April 2024 study of women in their 30s, 90.5 % of respondents said they prioritize cost performance, followed closely by 87.6 % who cited “design and visual beauty.” This highlights how many shoppers now place a premium on how products look.



## Concept & Features



### Cuteness That Pops

Shaped and colored to look just like a slice of Japanese *castella* cake, the sponge delivers an unforgettable, Instagram-friendly impact at retail.



### Creator Collaboration:

Planned by idea-creator **Kazuya Ishikawa**, bringing trend-savvy design credibility.



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### High-Performance Scrub Layer:

The “browned” surface uses **Trepika** bristles that reach deep into grooves and scratches to lift off grime.



### Giftable Novelty:

Its playful look makes it suitable for variety-goods shops and as a fun house-warming or seasonal gift.

CODE	PRODUCT NAME	MATERIAL	m Gross Weight [kg]	入数	RETAIL PRICE	FOB PRICE	BARCODE
19910	KCTL1 Castella Sponge (4 pcs)	Brush: Polyester Sponge: Polyurethane foam	0.123 [8,000g]	100	1,000		



