

QJR

Quality Review

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Honda also contributed the idea of the novel purple and gold design. "These colors help build up my emotions before a match."

Mizuno's Ignitus2 KH

Photography/Satoru Naito Text/JQR

Shoes with technology to support athletes from the feet up

Japanese soccer teams are waging impressive battles with teams from around the world. The scenes of Nadeshiko Japan, the national women's soccer team, victorious at the World Cup warms Japanese hearts every time. League members in Europe, the home of soccer, are no doubt paying Japanese players as much attention as they do the weather forecasts.

Soccer is a sport that uses the entire body. Shoes are the only weapons, and function as important tools that bring out a player's best performance. However, different players use them in different ways. Some wear

out a pair every month. Others place great importance on the fit and use their shoes for a long time.

To improve the shoes' fit, Mizuno takes 3-D measurements of the players' feet and manufactures each pair according to those measurements. They recommend shoes that suit each contracted players' needs. The Ignitus series shoes worn by soccer player Keisuke Honda are a product of Mizuno technology. At the 2010 World Cup, Japan broke through the first round with a win against Denmark. The "non-spin" free kick Honda took at this match was actually bolstered by his Ignitus shoes.

A "non-spin shoot" is a straight kick without putting a spin on the ball. The high air resistance on the ball erratically changes its

trajectory, making it difficult for the goalkeeper to catch. The shoes and the ball need to be in contact as long as possible on impact to execute one. The mukaiten (non-spin) panels high on the instep of Ignitus shoes make it easier to achieve a non-spin shoot. The newly released Ignitus2 KH have mukaiten panels and provide a good fit. A product of sophisticated technology, these soccer shoes are essential for a reliable performance like Honda's.



Two Bio Control Panels: the "spin area" to give the ball spin and the "non-spin area" for non-spin shots.

● Inquiries: Mizuno Customer Consultation Center Tel: 0120-320-799



MIZUNO IGNITUS2 KH

Ignitus2 KH: 15,750 yen
Sizes: 24.5-29.0 cm



The new package design for the 30th anniversary uses a retro font for "nodoame" which is almost identical to the original package.

Healthy Throat Candy The Kanro Kenko Nodoame Series

Photography/Satoru Naito Text/JQR

A gentle flavor kind to the throat for 30 years

When you are worried about a dry throat, you pop a handy nodoame (lit. throat candy) in your mouth and moisten it. But when you think about it, sweet candies are what children snack on. Most adults would have been laughed at if they sucked on candy. But this all changed when the Kanro Kenko Nodoame was released about 30 years ago in 1981. What makes them so popular with adults? The fact that it is candy. One day, the then-president of Kanro, Yutaka Murakami, felt he was coming down with a slight cold, so he rushed to the local clinic. The doctor apparently suggested he suck on the candy and kuroame (lit. black candy) Murakami's company

manufactured. That off-the-cuff comment stayed with Murakami and he soon conceived the idea of a "candy gentle on the throat." The R&D staff began product development, analyzing cough lozenges and trying various combinations of eucalyptus and various herbs that were rarely used at the time. The resulting candy, which had a refreshing taste for adults, was superb, but there were worries about how consumers would react to this unknown flavor. The 250 yen retail price for 100 grams was also a concern since ordinary Kanro candies sold at almost half that price at 150 yen for 120 grams. The candy had no selling points, and no market really existed for "adult candy." Despite these concerns, Kanro Kenko Nodoame sales expanded through promotion as a candy "for

when your throat is dry." Its release coincided with the health boom of the '80s, which saw an array of health appliances and health foods experiencing explosive sales, and nodoame gained acceptance. Adults in Japan could now walk around sucking on candy without attracting dubious looks. People quickly developed the habit of taking a nodoame the moment they got a dry throat. Today, several varieties of nodoame can be found at drug stores, station kiosks, and other stores around the country.



This handy, easy-to-carry package was released in 1986. 11 drops/pack. 100 yen each. (JQR survey)

● Inquiries: Kanro Tel: 0120-88-0422

THE KANRO KENKO NODOAME SERIES



(from left to right) Kenko Ume Nodoame (plum), Kenko Nodoame (plain), Kenko Shoga Nodoame (ginger). 90g/bag, 208 yen each. (JQR survey)